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The
SPECIAL
Plentiful Foods
PROGRAM



20

BEEF
MARCH-APRIL 1953

U.S. **UNITED STATES DEPARTMENT OF AGRICULTURE**
Production and Marketing Administration

Washington D.C.

May 1953



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SPECIAL PLENTIFUL FOODS PROGRAM - BEEF

"That the Department of Agriculture increase its informational and promotional programs by way of press, newspaper, radio and television and/or other means at its disposal in order to bring the facts about the supply and demand of beef to the attention of the consuming public."

This was the first of seven recommendations made to Secretary Ezra Taft Benson by leaders of the livestock and meat industry at the conclusion of their meeting in Washington March 11 and 12, 1953 to determine ways and means of preventing further decline in the price of slaughter cattle. The Department immediately undertook to implement this recommendation. As a result, the Production and Marketing Administration inaugurated, on March 13, a special Plentiful Foods Program on Beef. Information on the supply and price of beef, together with recipes, menu suggestions and photographs of beef dishes, were given wide distribution.

All segments of the distributive food trades, including meat packers and distributors, retailers, restaurants and hotels, were encouraged to increase the fine work which they were already doing in merchandising and promoting the use of beef. The many distributive food trade associations played important parts in securing the cooperation of their members. Information regarding the beef situation and the need for increased informational and promotional attention was furnished to all newspapers, radio and television stations in the country. In addition, many personal contacts were made with all segments of the food trades and information representatives in each of the 41 major market centers of the country.

This report presents examples of cooperation received from many sources concerned with the merchandising and sale of beef. The extensiveness of such cooperation by food trade groups can only be indicated in this report. This report, too, can give only a representative picture of the radio and TV stations which are known to have devoted program time to the beef promotion. The same applies to newspapers and trade journals.

Current efforts to maintain and further increase the present demand for beef will be continued so long as the critical need for marketing assistance lasts. Cooperation will also be offered toward the development of long-range plans for a regular marketing program to give further stability to the livestock and meat industry.

INDUSTRY MEETINGS TO PLAN BEEF PROMOTION

In a number of markets, meetings were held with all segments of the food trades and information outlets to develop a coordinated plan for carrying on the special activities of this program. Leaders in the meat industry, producers, feeders, and processors, got together with leading retailers, representatives of the local newspapers, radio and TV stations, and U.S.D.A representatives so that the greatest benefit to the beef situation could be developed.

Each of these meetings was instrumental in increasing the advertising, promotional work and informational attention given to beef by all interested groups.

One example, as a result of the meeting in Oakland, California, the United Meat Industries ordered and distributed to retailers 5,000 14"x36" banners, black on red background reading "Eat More Beef." This idea was so effective that the "San Francisco Progress," a local newspaper devoted to outlying communities, provided similar banners free of cost to retailers in the San Francisco market area. These activities, together with the work performed by the newspaper food page editors, the radio and TV program directors, resulted in a tremendous publicity and advertising program in the Oakland-San Francisco markets.

Meat Dealers Plan Meet

A mass meeting of meat dealers will be held at the Seattle Chamber of Commerce Auditorium at 8 p. m. this Monday to discuss falling prices and mounting costs, Steven Skubi, president of the Seattle Meat Dealers Association, said Saturday.

Ray Schwartz of the U. S. Department of Agriculture will fly from San Francisco to discuss beef market problems.

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THE NATIONAL INDEPENDENT MEAT PACKERS ASSOCIATION

740 ELEVENTH STREET, N. W.
WASHINGTON 1, D. C.

March 17, 1953
Bulletin No. 1646

CALIFORNIA CATTLEMEN'S ASSOCIATION

JAKE L. SCHNEIDER
PRESIDENT
SLOUGHHOUSE

J. EDGAR DICK
SECRETARY

CHAS. E. BLAINE AND SON
TRAFFIC MANAGER

CLYDE C. SHERWOOD
COUNSEL



TELEPHONE GARFIELD 1-4261

659 MONADNOCK BUILDING • 681 MARKET STREET

SAN FRANCISCO 5, CALIFORNIA

March 30, 1953

VICE-PRESIDENTS

KENNETH SEXTON, WILLOWS
ROBERT O. JOHNSON, SANGER
JAMES B. SINTON, SHANDON

Food
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Oregon Journal

TUESDAY, MARCH 31, 1953

UNITED MEAT INDUSTRY OF ALAMEDA
AND CONTRA COSTA COUNTIES, INC.
3871 Piedmont Avenue
Oakland, California
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As all of you know Beef is in heavy supply -
There have been many discussions regarding the situation, which have
lead to the calling a meeting under the auspices of

The Department of Agriculture
The Cattle's Association
The American Meat Institute
The United States Meat Packer's Association

This meeting held at

Hall
Avenue
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March 31, 1953

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Meat Industry Calls Meeting

Representatives of the Oregon livestock and meat industry will hold a meeting here Thursday to discuss and formulate a co-operative merchandising program to promote increased sales of beef to consumers.

Ray Hiatt, chairman of the meat industry committee sponsoring the Portland meeting, said the meeting to be held at the Multnomah hotel will be attended by representatives of the meat packing industry, livestock growers, stockyard and commission men, retail and wholesale meat dealers.

Ray B. Schwartz, food trades representative of the production and marketing administration of the United States department of agriculture, will be speaker and will discuss intensive production agency and industry.

Meat Packers and Retailers Plan Beef Sale Campaign

Meat packers and retailers of Alameda and Contra Costa Counties are co-operating in a campaign to push the sale of beef, which is "in heavy supply," it was disclosed today. A meeting to plan a campaign to stimulate beef sales by news- paper, radio, TV and other forms packers and merchandisers, and "plentiful" for some weeks.

members of various meat associations. J. Edgar Dick, E. W. Stephens, and E. Floyd Forbes are expected to represent, respectively, the California Cattle-men's Association, the American Meat Institute, and the Western States Meat Packers Association. Also co-operating in the campaign is the Food Distribution branch of the Department of Agriculture. Concerned with the vision of beef, this branch has publicized the commodity as a "plentiful" for some weeks.

COME EARLY!! THERE WILL BE A SURPRISE FEATURE FOR THE

R. A. CAMPBELL, SECRETARY
SEATTLE MEAT DEALERS ASSN.

Get your share of the gravy while the dishes are being passed.

SAN FRANCISCO MEAT DEALERS ASSOCIATION
201 HAIGHT STREET
PHONE HE. 1-0488

Well Met
Friday

The Meat Journal

Published Semi-Monthly by
THE SAN FRANCISCO MEAT DEALERS' ASSOCIATION, Inc.

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FRIDAY, APRIL 3, 1953

GOVERNMENT TO PUSH USE OF MEATS.

Announcement has just been made by Malcolm McGovern, U.S. Dep't. of Agriculture, Production and Marketing Administration, that his department has launched a special campaign on beef. The program will run for several weeks.

This information has already been sent to news TV stations across the Nation. Already, the regular economics pages of the "San Francisco Chronicle" feature dishes in all styles, and from now on this program will be in a big way in radio and TV features.

This is intended to be an all-out drive to alert the need for taking full advantage of current beef now available.

Retail meat dealers will find it very much to follow these newspaper and air programs and to take advantage of running specials, and by including day's program. A display case with a sign in the programs. This would have at buying, especially if +.

CATTLEMEN, MEAT DEALERS PLAN BEEF CONSUMPTION DRIVE

By ROBERT A. HOLLEY

Journal Market Editor

Oregon cattlemen Thursday night received support of meat wholesalers, retailers and a number of farm organizations for a proposed campaign aimed at bolstering sagging cattle prices by increasing beef consumption.

Keynote of the organizational meeting was that beef prices are now at extremely low levels and that the principal chore of the promotion committee will be to tell consumers this story.

Ray Schwartz, United States department of agriculture food trades representative, San Francisco, told meat producers and handlers at the gathering that all phases of the industry have a public relations job facing them.

President Harry Stearns of the Oregon Cattlemen's association was named co-chairman of the promotion committee, along with Ed Fallon, cattlemen's association secretary. The group's membership will include representatives of all phases of the meat industry, farm organizations, and hotel and restaurant associations.

Attention Oregon Livestock and Meat Industry

You are urged to attend a Meeting of Representatives of the Oregon Livestock and Meat Industry to be held in Portland as follows:

DATE: April 2, 1953 — Thursday Evening

TIME: 8:00 P.M.

PLACE: Multnomah Hotel, Junior Ballroom, Portland, Oregon

SPEAKER: Mr. Roy B. Schwartz, Food Trade Representative of the Production and Marketing Administration of the United States Dept. of Agriculture.

This meeting has been called for the purpose of formulating a promotional campaign to increase the sales of beef to Oregon consumers. This meat industry meeting will be attended by representatives of the livestock growers, the meat packing industry, livestock commission men, and wholesale and retail meat dealers.

Roy Hiott, Chairman

OREGON MEAT INDUSTRY BEEF PROMOTION COMMITTEE

on, Inc.

Mission Street, San Francisco 5, California

Telephone YUkon 2-2466 : TWX SF

Volume VIII, No. 16
March 17, 1953

PACKER'S SHOULD SUPPORT BEEF PROMOTION CAMPAIGN

To assure the success of the beef promotion program that is being pressed by every segment of the meat and livestock industry, including the Production and Marketing Administration of the USDA, and that was recommended by the Livestock Advisory Committee appointed by Secretary Benson, we are suggesting that all members of the Association who sponsor radio and television programs, or who purchase newspaper or other advertising space, to feature beef and beef products for the next two months. In addition to this, it might be suggested to your retail customers that they also

Western States Meat Packers Association, Inc.

604 Mission Street, San Francisco 5, California

Telephone YUkon 2-2466 : TWX SF 24

Volume VIII, No. 19
March 31, 1953

To the Members:

"KICK-OFF" MEETINGS FOR BEEF PROMOTION CAMPAIGN

In an effort to spur consumption of beef by your Association, in cooperation with retailers, wholesalers, packers and the Distribution Branch of the USDA will

The meeting in Salt Lake City, originally scheduled for March 30, and the Portland meeting is now being held on Tuesday, April 7, at 8 P. M., at the Jenny Lind Hall, 2229 Telegraph Avenue, Oakland.

We urge our members to attend these meetings to this campaign to increase the consumption of beef.

Considerable enthusiasm and cooperation was developed at the recent beef promotion campaign meetings held in Portland and Seattle. Meetings were held in both towns for the retailers and for the food editors of the newspapers, radio stations and television stations and wholehearted support of the campaign has been assured.

Members are reminded of the meetings to be held in San Francisco April 7, at the Foresters Hall, 170 Valencia Street and the meeting in Oakland, Wednesday, April 8, 8 P. M., at the Jenny Lind Hall, 2229 Telegraph Avenue, Oakland. A good attendance by both packers and retailers will assure the success of these meetings and the beef promotion campaign.

THE OREGONIAN, SATURDAY, APRIL 4, 1953

Beef Group Urges Boost

Meat producers and handlers decided Thursday to form a committee to promote the sale and consumption of beef, which was described as offering a good bargain to the consumer today.

The meeting at the Multnomah hotel included cattlemen, packers and retailers who sought to form a merchandising program for the sale of beef, which has suffered a 30 per cent drop in market prices during the past year. Several members of the state legislature were present during the meeting.

"Beef is back," declared Ray B. Schwartz, food trades representative of the production and marketing administration of the U. S. department of agriculture. He told the retailers,

Public Ignores Drop

"You have a tremendous public relations job to do over the counter to let people know that the price of beef is now out of the stratosphere. A lot of people are not aware that beef is back at lower prices on your counters."

He urged that they "get all the beef you can in your show-cases. Get the public to buy all they can, particularly in the lower price cuts, because all parts of the beef are nutritious."

consume
market.
Plenti
time in
editors
beef
ing.

Covers
Greater Boston
Massachusetts
Connecticut
Maine
14,000 Circulation

YANKEE FOOD MERCHANT

The Newspaper of the NEW ENGLAND Food Market
Volume XIII Boston, April 6, 1953 No. 4

Covers
Rhode Island
New Hampshire
Vermont

N.E. Retailers Back Beef Surplus Push

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GROCER-GRAPHIC

March 31, 1953

The New England retail trade is getting behind the U.S. Department of Agriculture program to move beef and other surpluses without resorting to government price supports.

To kick off the beef drive Harry W. Watling, officer in charge of the Department of Agriculture food distribution program in New England, has contacted the six New England grocers' associations as well as the chains and super markets in the Greater Boston area.

To cooperate with the USDA in the promotion of plentiful beef retailers are being urged to follow the following four-point program to capitalize on the

promotion in New England at the consumer level.

1. Stores to prepare and display posters in their windows and meat departments stating they are cooperating with the USDA in moving beef.

2. Highlighting of beef programs

Meat Retailers Agree To Push Beef Sales

THE INDEPENDENT GROCER, APRIL 3, 1953

Representatives of New York meat dealers met last week with Marketing Director Chester Halnan to map plans for cooperating with livestockmen in promoting increased beef sales and consumption.

The representatives, meeting in the N. Y. Board of Trade conference room were told by Mr. Halnan that the beef situation was critical. An overabundance exists now in all cuts and all qualities.

Though the federal government is currently engaged in a stepped up campaign to acquaint the public

with the fact that beef is now both plentiful and low-priced, the meat retailer representatives were urged to do all they could to help push beef to the consumer.

Displays and elaborate window signs were planned by the retailers in the course of a stepup in merchandising efforts.

Prices for beef are now the lowest since 1947, and about a fourth lower than they were this time last year.

The reason for the present beef oversupply is the rapid build-up in cattle numbers during the last three years to the recently reported all-time record of 56.8 million head. The dry weather of last summer further contributed to increased marketings.

Though per capita beef consumption has gone up, production has far outstripped it on the way up.

Food Men Ready to H Move Huge Beef Sup

The retail food trade is getting behind the U. S. Department of Agriculture program to move beef and other surpluses without resorting to supports.

Locally the drive got under way March 26 when representatives of New York metropolitan area chains, independents and meat distributors developed a four point plan, in cooperation with USDA, to promote the plentiful beef supply.

The meeting at the New York Board of Trade office was called by Chester A. Halnan, head of the department's local Production & Marketing office.

Beef Plan

1. Stores to prepare and display posters in their windows and meat departments stating that they are cooperating with USDA in moving beef.

2. Highlighting of beef promotions through handbills and similar media.

3. Encouraging stocking of food lockers at the present low prices.

4. Self-service stores to display thicker and heavier cuts of beef.

The aim is to promote sales to the point where prices are brought back to 90 percent of parity. Prices dropped last week to 89 percent, the first time in 20 years that beef has gone below parity.

If this is achieved it will forestall a projected USDA support program. The department is not required by law, as in the case of dairy prod-

ucts, to maintain supports, but it is permitted to do so.

Recently, Agriculture Secretary Ezra Taft Benson announced that he would authorize purchases of boned beef of U. S. Good Grade for distribution through the School Lunch Program. Choice and Prime Grades will not be supported if the industry plan works, Mr. Halnan said.

Meanwhile, Ligan A. Warren, president of Safeway, announced that beef promotions by his chain have resulted in increases in sales ranging up to 70 percent in the week of Feb. 21 over last year. The increase dropped to 57 percent in the following week, but this was the first full week of Lent, when less meat is eaten, he said.

Earlier, representatives of the National Ass'n of Retail Grocers, National Ass'n of Food Chains and various farm groups got together to work out a campaign of special sales efforts to move surplus foods.

Farmers who find they need assistance in moving their crops will request help from the retail food organizations. When the request is approved, NARGUS and NAFC will advise their member stores of the serious situation, the need of the producers, the time when merchandising effort should be scheduled and the opportunity to offer customers a "good buy."

Meat Trade Representatives



New York City meat trade representatives at session held in New York Board of Trade conference room. Seated, left to right, Arthur David of Edward Davis, Inc.; Chester A. Halnan, director U. S. Department of Agriculture's New York City Office for Marketing; and W. G. Andrews, meat division manager, Grand Union Stores. Standing, left to right, Walter Janowski, meat division manager, Universal Food Markets; J. S. Steiger, meat buyer, H. C. Bohack Company; P. Broadus Powers, assistant to Mr. Halnan; Peter H. Petersen, president Petersen Owen, Inc.; Irving Schwartz, Brooklyn Kosher Butchers Association; Joseph Eschelbacher, secretary, N. Y. State Retail Meat and Food Dealers Association; Albert Wendel, president of the N. Y. State association; William Graeflick, executive secretary, American Federation of Retail Kosher Butchers, Inc.; E. Felter, meat division A & P Stores; John Burgess, Officer in charge, USDA-PMA New York Livestock Branch; L. M. Weyant, marketing and research department, Armour and Company; and Aaron Buchsbaum of Aaron Buchsbaum Company.

TUESDAY, APRIL 21, 1953

Roast Beef Recipe After Ten Years

BROADCAST BY MARJORIE MILLS

(Monday through Friday at 12:30 P. M. over static
Boston; WBZA, Springfield; WJAR, Providence; V
Hartford; WCSH, Portland, and WLBZ, Bangor)

"Why don't you print the recipe for roast beef?" someone asked Janie Allen of our staff the other day. So there was much scanning of the files and lo, and behold, we HADN'T printed roast beef for ten years. A little sign of the times past and a sign of the present that roast beef is no longer a dream with the "millionaires," as Vogue calls them.

We've rung every change on flank, top and bottom of the round, rump, chuck, ribs, plate, brisket, shank and neck. (Look through the office files on those cuts with dates printed carefully indexed and you'll see how diligently we've worked to give you the taste and substance of beef within the reach of the average pocket book, for it's Mrs. Average Budget to whom we cater here.)

In fact the New England Wholesale Meat Dealers Association gave a luncheon at the Parker House last week to inform retailers, hotel and restaurant people and humble workers in the women's page field about more abundant supplies of beef and how to use it. They might be surprised to know that their flank steak entree wasn't new to us. It's one of our most popular recipes. At least 300 recipes for cooking less expensive cuts of beef have grown degenerated from use in our files and if we had all the recipes in the cook books in those same files surely 500 would be the total.

All this isn't to reproach the good hosts at luncheon, but to indicate anyone planning food pages has "had it" in the years past, along with their sisters of the skillet. So when it comes to showing women more ways to cook more available beef, we're ready and willing.

Menu

*Pan-Barbecued S
Mashed Potatoes
Buttered Green B
Cucumber and Green O
Ice Cream with
*Cherry Wink

*Recipe printed today

2 egg whites, stiff
1 teaspoon vanilla
Rinse, drain and chop
walnuts and cher
sugar, corn syrup an
without stirring until i
6 to 8 inch thread, or 2
degrees F. Pour ho
slowly over egg wh
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top and sides

CHERRY WI

¾ cup
butter
1 cup su
2 eggs
2 tables
1 teasp
2½ cups
1 teasp
½ teasp
½ teasp
1 cup ch
1 cup fir
1/3 cup
choco
2½ cups c
12 to 14
cherri

Black



LUNCHEON Special!

SPONSORED BY THE N.E. WHOLESALE MEAT DEALERS ASSOC.
and The U.S. DEPT. of AGRICULTURE, LIVE STOCK
and Meat Board —



WEDNESDAY APRIL 15, 1953
BOSTON'S FAMOUS PARKER HOUSE
at 12 NOON!

ABLE
SPEAKERS
ON PRESENT
BEEF
MARKET

Meet the Press
TV and RADIO
COMMENTATORS
Who Are Publicizing
This Meeting!

New England Wholesale Meat Dealers Association, Inc.
BEEF, VEAL, LAMB, PORK
75 SO. MARKET ST.
BOSTON, MASS.
TEL. CAPITOL 76217

April 8, 1953 - 953

Dear Miss XXXX

The New England Wholesale Meat Dealers Association invite you to attend a Luncheon at Wednesday, April 15. This luncheon prepared beef dish, is sponsored our own comm... operation with the U. S. Department of Agriculture and Meat Board. PHILADELPHIA DISTRICT MANAGER'S OFFICE
LIVESTOCK and Meat Board
of beef during

ARMOUR AND COMPANY
GENERAL OFFICES, UNION STOCK YARDS
CHICAGO 9, ILLINOIS

Considering these facts, the U.S. Department of Agriculture is embarking on an intensified merchandising program to increase the consumption of beef. A representative of the Department of Agriculture has advised us that this program will be inaugurated in the northeastern states on April 6th and continue on an emphasized plane until April 20th. Through the media of press, newspapers, radio, television and other facilities, the Department will present the facts to the consuming public and encourage additional purchases of beef cuts.

Since this presentation parallels the sales program of it behooves every salesminded individual in our... March 31, 1953... started support. We should urgent... nature sales of beef items. We... s with the general idea of the promo... ceing done by the Department of Agricul... ourselves should capitalize on this promo... our best possible sales efforts toward greater... ibutive orders for beef.

In your sales meetings this week, please acquaint your sales force with this informational and promotional program. Make sure that all sales personnel are cognizant of all the factual information necessary to arouse the retailer's interest to a point of complete and wholehearted cooperation.

TO ALL MANAGERS:

Numerous reports were received of increased newspaper food advertising on beef due to the special plentiful foods program. This was true in spite of the fact that the program got under way during Lent when food advertising of meats is traditionally at a low point. Throughout the period of this special promotion, reports indicate that an unprecedented amount of space has been devoted to beef in food ads by all types of food retailers.

This report presents examples of special retailer ads indicating direct support of the special Plentiful Foods Program.

NEWARK EVENING NEWS, THURSDAY, APRIL 16, 1953

U.S. Dept. of Agriculture Asked For It!!!

SHOP-RITE CO-OP

DROPS BEEF PRICES!

U. S. Government Graded Choice Boneless Bottom

ROUND ROAST 69^c lb.

SELECTED BABY STEER BEEF LIVER lb. 59^c

Fryers 49^c lb.

GARDEN FRESH PRODUCE!

BAB-O 2 cans 23^c

Laundry Starch 12-oz. pkg. 19^c

The United States Department of Agriculture, through its new secretary, Ezra Taft Benson, has urged regular channels of retail trade to encourage the consumption of United States raised beef. Record large supplies make American beef (the best in the world) available at lower wholesale prices. That's right down Shop-Rite's alley . . .

Shop-Rite Co-Op members do their part with sensational low prices on high quality U. S. beef. Here's wonderful steak or roast at Shop-Rite Law Prices. It's a pleasure to help Secretary Benson . . . but most of all, it's a pleasure to be able to say "All Shop-Rite Customers can eat Steak."



U. S. Government Graded Choice Boneless Bottom

ROUND ROAST 69^c lb.

SELECTED BABY STEER BEEF LIVER lb. 59^c

Fresh-Killed, Ready-for-the-Oven Eviscerated

FRYERS 49^c lb.

- SCHICKHAUS DAISY COTTAGE HAM . . . lb. 69^c
- SWIFT'S PREMIUM SKINLESS FRANKFURTERS . . . lb. 59^c
- YORKSHIRE BRAND BY MORREL SLICED BACON . . . lb. 59^c
- CUT FROM FRESH SELECTED BEEF CHOPPED BEEF . . . lb. 45^c
- FRESH SEA FOODS
- FILLET OF HADDOCK . . . lb. 43^c
- LARGE #1 SMELTS . . . lb. 39^c

GARDEN FRESH PRODUCE!

BAB-O 2 cans 23^c

Laundry Starch 12-oz. pkg. 19^c

Makes Ironing a Joy . . . Save Flavor—Save Labor!

THESE LOW PRICES WILL SELL CARLOADS OF THE WORLD'S BEST

NATIVE CORN-FED

U.S. GOV'T INSPECTED AND GRADED

OPEN
EVERY NIGHT
'TIL 9



EEF



NATURAL FLAVOR AND NATURAL TENDERNESS

ARMOUR TOP CHOICE GRADE

CHUCK ROAST

BLADE CUTS

LB

BUY BEEF—EAT BEEF

"We'll Forget About Profits"
THIS IS THOROFARE'S ANSWER TO THE REQUEST MADE BY THE LIVESTOCK INDUSTRY ADVISORY COMMITTEE AND THE U.S. DEPARTMENT OF AGRICULTURE TO THE RETAILERS FOR HELP IN MOVING THIS YEAR'S BUMPER CROP OF THE WORLD'S FINEST BEEF INTO THE REGULAR CHANNELS OF CONSUMPTION. YOUR TAKING ADVANTAGE OF THE EXTRA LOW PRICES ASKED FOR BEEF TODAY CAN HELP THE PRODUCERS WHERE THEY HAVE BEEN CAUGHT WITH HIGH PRICE DECLINES. COSTS IN FACE OF SHARP PRICE DECLINES. PROMPT ACTION CAN STRENGTHEN AN INDUSTRY THAT IS EXERTING EVERY EFFORT POSSIBLE TO WORK OUT ITS PROBLEMS WITHOUT THE NECESSITY OF GOV'T. SUBSIDIES. FOR THIS THEY ARE TO BE COMMENDED. THE PUBLIC IS SURE TO BENEFIT BY THEIR SUCCESS.

STANDING, 7 INCH CUT

RIB ROAST

7 INCH CUT

RIB STEAK

59

ALL CUTS OF

Round OR Sirloin

Thank you Uncle Sam for asking Whiteman's to help!

**You bet we will help
MOVE THE BEEF!**

As a patriotic member of the community Mr. Frank feels compelled to do his best in helping distribute the huge beef surplus. Rath meat packers have joined with Whiteman's in offering you the very highest quality beef at thrifty economical prices. Be patriotic and help move the beef!

HEAVY AGED CORN-FED BEEF—THE ULTIMATE IN QUALITY—ECONOMICALLY PRICED

RATH BLACKHAWK CHUCK ROAST LB. 39¢

THE ULTIMATE IN QUALITY—ECONOMICALLY PRICED

RATH BLACKHAWK T-BONE STEAK LB. 79¢

MADE FROM 100% BLACKHAWK BEEF

FRESH GROUND BEEF LB. 39¢

MORE MEAT—LESS BONE—CUT FROM THE SHOULDER

RATH POT ROAST LB. 53¢

ALL TENDER MEAT—NO WASTE OR BONE

RATH ROUND STEAK LB. 79¢

ALLRITE BRAND DELICIOUS SMOKED

Morrell Sliced Bacon LB. 39¢

LOIN OR RIB END, 2 TO 2½-LB. AVERAGE—LEAN

Pork Loin Roast LB. 39¢

FLEETWOOD

SupAromatized

COFFEE

1-POUND
PACKAGE

89¢

U. S. No. 1 Potatoes 5 LBS. 19¢

NEW CROP TEXAS U. S. NO. 1

YELLOW ONIONS

LB. 5¢

**2 STORES
TO SERVE
YOU**

456
Angier Ave.
at Blvd.

2470
N. Decatur Rd.
at Clairmont



BEECH-NUT

**BABY
FOOD**

3 Jars 28¢

LAND O' LAKES

**DRIED
MILK**

6-Oz.
Pkg. 19¢

Blue Plate Thrifty Priced

MAYONNAISE

Pint
Jar

39¢

UNITED STATES DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Food Distribution Branch
50 Seventh Street, N. E.
Atlanta 5, Georgia

Mr. Frank Whiteman
Whiteman's Super Markets
456 Angier Avenue, N. E.
Atlanta, Georgia

April 3, 1953

Dear Mr. Whiteman:

The attachment gives you the supply and price situation that is the basis of the Department of Agriculture's naming beef the number one Plentiful Food at this time.

Your continued assistance, as well as that of other merchandisers of food, is needed to move this large supply of reasonably priced beef to consumers during the next several weeks.

Very truly yours,

Russell W. James
Area Field Supervisor

Philadelphia Cream Cheese	FRESH	3-OZ. PKG.	15¢
Dromedary Date Nut Bread	TASTY	8-OZ. CAN	21¢
Swift Premium Peanut Butter	SMOOTH FRESH	12-OZ. JAR	35¢
Weston's Vanilla Wafers	FRESH	LARGE 12-OZ. PKG.	25¢
Crisco Vegetable Shortening		3 LB. CAN	89¢
Blue Bonnet Oleomargarine	YELLOW QTR. STICK	LB.	27¢
Blue Sea Solid Pack Tuna	LIGHT MEAT	7½-OZ. CAN	35¢
Morrell Snowcap Pure Lard		4 LB. CARTON	53¢

CALIFORNIA EXTRA FANCY

Dried Blackeye Peas LB. 23¢

CUT COSTS ON YOUR MILK BILL

Pet Skimmed Milk 13-OZ. JAR 35¢

PET, CARNATION, BORDEN'S

10



Pot Roast
(59¢ a Lb.
on Jan. 8)

45c

Sirloin Steak (89¢ a Lb. on Jan. 29) **NOW. Lb. 79¢**

Proofs from The Chicago Daily News - Thursday, March 5, 1953

BOHACX STORES

ARE GO-OPERATING WITH

11

**THE U. S. DEPARTMENT OF
AGRICULTURE IN PROMOTING**

THE SALE OF BEEF

OVER 200 RETAIL STORES
IN NEW YORK CITY

FOOD TRADE PUBLICATIONS

Most national and regional trade publications carried articles on the special plentiful foods program on beef. The circulation of these trade publications includes a majority of all independent and chain retail grocers in the country.

The State and local retail grocer associations were effective in securing the cooperation of their members through feature articles and stories in their bulletins and publications. Materials used included cover pictures, feature articles, reproduction of the special Plentiful Foods Program fact sheet on beef, and listings of the monthly plentiful foods.

This report presents examples of the attention which trade and retail grocer association publications gave to the beef promotion. It includes several examples of the cooperation of wholesale grocers, even though they do not handle fresh meats. This indicates their interest in bringing to the attention of their retailers the merchandising program which was in effect on beef.

The LOUISIANA Grocer

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MEMBER OF THE INSTITUTE OF FOOD TRADE PUBLICATIONS

CHAMPION OF THE HOME-OWNED GROCERY STORE
AFFILIATED WITH THE NATIONAL ASSOCIATION OF RETAIL GROCERS OF THE UNITED STATES



STANDING RIB OF BEEF ROAST

(See front cover)

Here's a real treat suggested by Martha Logan, Swift & Co. home economist:

Place a 4-lb Swift's Premium, Select or Arrow standing rib of beef fat side up in an open pan. No rack is necessary as the ribs form a natural rack. Insert a roast meat thermometer in the center of the thickest part of the meat, not touching bone or fat. Roast in a slow oven (325°F.) until the meat thermometer registers an internal temperature of 140°F. for rare, 160°F. for medium and 170°F. for well-done beef. Cook for 1-3/4, 2, and 2-1/3 hrs. respectively.

Serve with browned potatoes, tossed salad with garlic dressing, hot French bread and butter, ice cream with fruit topping, and coffee.

WE COVER THE LOUISIANA FOOD TRADE

Vol. LIII

MARCH, 1953

No. 3

DID YOU KNOW that Americans eat on the average, 60 million pounds of meat every day?

RIGA HEARTILY ENDORSES the request of Secretary Benson's Livestock Advisory Committee's request through the USDA's Plentiful Food Program that special promotional efforts with the cooperation of the Food Retailers be made to acquaint Mrs. Consumer with the fact that Beef is plentiful and low priced, particularly, medium priced beef cuts, during period of April 6-18th. See attached bulletin.

Mr. Harry Watling of the Dept. of Agri. has asked us to meet with [unclear] working with Committee on Wed. [unclear] Mr. Hearn will [unclear] Program-- YOU [unclear] the Larger Stores see a few of our

RIGA NEWS
RHODE ISLAND GROCERS' ASSOCIATION

MAY LAUDER
EXECUTIVE SECRETARY

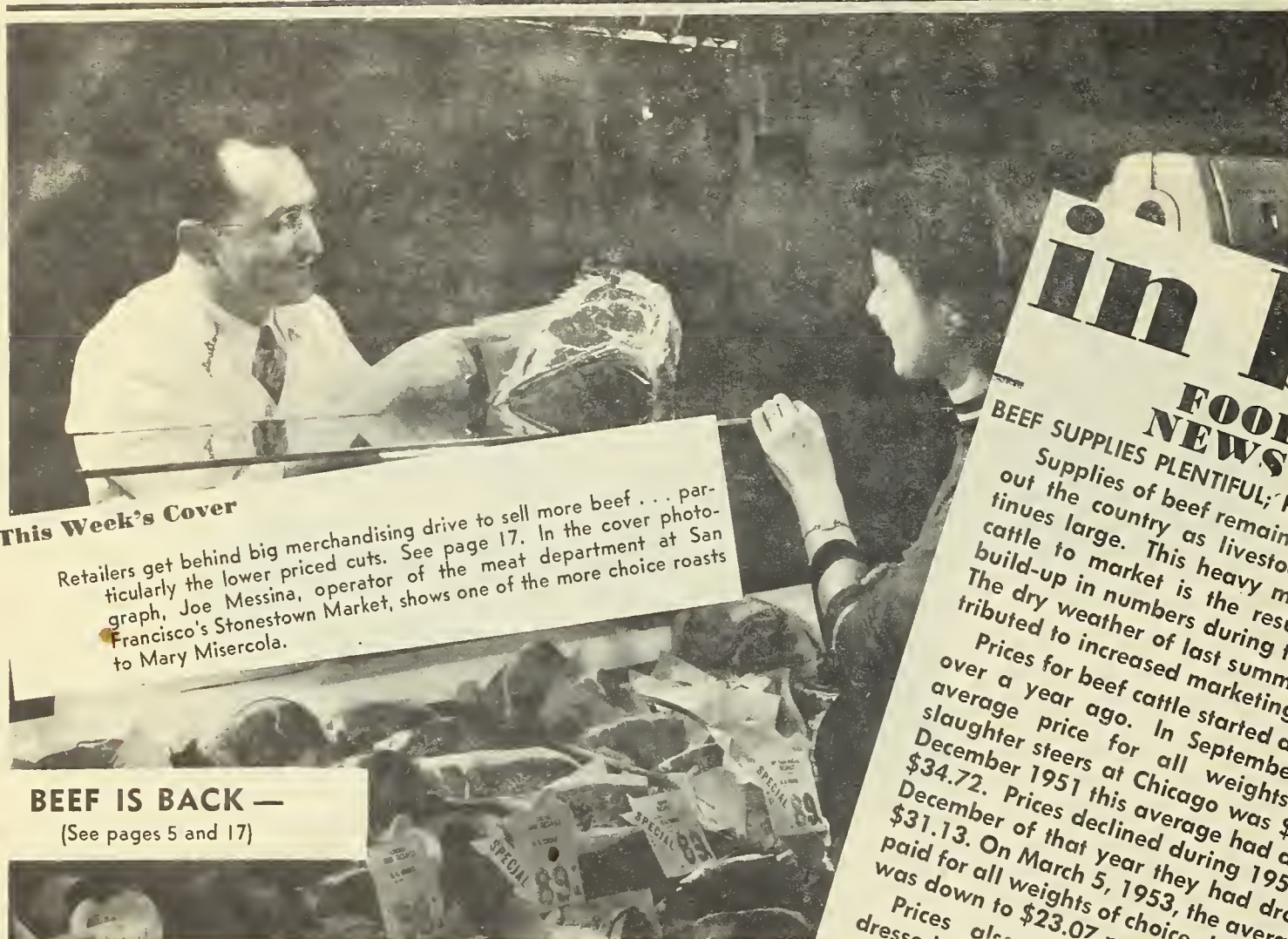
511 WESTMINSTER STREET
PROVIDENCE, R. I.
TELEPHONE ELMHURST 1-1921

APRIL 2, 1953

California Grocer Advocate

14

April 10, 1953
Volume 58
Number 15



This Week's Cover

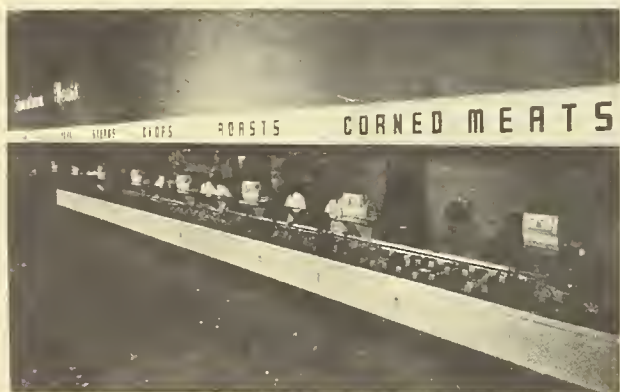
Retailers get behind big merchandising drive to sell more beef... particularly the lower priced cuts. See page 17. In the cover photograph, Joe Messina, operator of the meat department at San Francisco's Stonestown Market, shows one of the more choice roasts to Mary Misercola.

BEEF IS BACK —

(See pages 5 and 17)

Beef Is Back at Reasonable Prices

The livestock industry and the U. S. Department of Agriculture are engaged in a joint effort to merchandise more beef. Cattle prices have dropped about 35 per cent since the high point reached in 1951 and the merchandising program is designed to increase the use of beef through normal channels of trade and thereby stabilize prices.



The U. S. Department of Agriculture is bringing the facts about the supply and demand of beef to the attention of the consuming public by leasing material to newspapers, radio and TV stations. Meat packer associations are requesting members to re-write current advertising copy to feature beef. Packer company salesmen are "talking beef" to retail store operators. The campaign will exploit every other opportunity to "sell" beef and the net result will be that the retailer who has been featur-

ing beef is going to get a lot of support now. The real drive is just getting started!

Many retailers have been "pushing" beef for several weeks. However, the cumulative effort of an all-out campaign such as the one now getting under full speed is to add to the effectiveness of any individual effort.

About 60 per cent of the demand for beef is for approximately 40 per cent of the carcass represented by the more demanded cuts. The remaining 60 per cent of the carcass is in the less demanded cuts, and therein lies the greatest distribution problem. Retailers can make a major contribution to the success of the drive by expanding and improving showcase displays of beef featuring economy cuts. An additional suggestion is that price tags be prominently displayed to encourage selective buying. Use of window signs and in-store banners is encouraged as well as featuring beef in retail store ads.

There has been a noticeable tendency on the part of consumers to judge existing beef price levels by the cuts most prominently displayed in the meat showcase. Prominence given to display of the more demanded cuts can be misleading. Retailers can point up present budget prices for beef by featuring budget priced cuts.

In California the cattle industry is an important economic factor. During 1951 the cash receipts from sale of cattle and calves was \$426,313,000, over 15 per cent of the total cash receipts from farm marketings that year.

Food retailers are urged to redouble their merchandising efforts during this period of low prices.

in brief

FOOD AND RELATED NEWS DIGEST

BEEF SUPPLIES PLENTIFUL; PRICES DROP
Supplies of beef remain plentiful throughout the country as livestock slaughter continues large. This heavy movement of beef cattle to market is the result of the rapid build-up in numbers during the last 3 years. The dry weather of last summer further contributed to increased marketings.
Prices for beef cattle started declining well over a year ago. In September 1951, the average price for all weights of choice slaughter steers at Chicago was \$36.33. By December 1951 this average had dropped to \$34.72. Prices declined during 1952 and by December of that year they had dropped to \$31.13. On March 5, 1953, the average price paid for all weights of choice slaughter steers was down to \$23.07 per 100 pounds dressed.

"Beef Is Back"; Industry Starts Intensive Merchandising Campaign

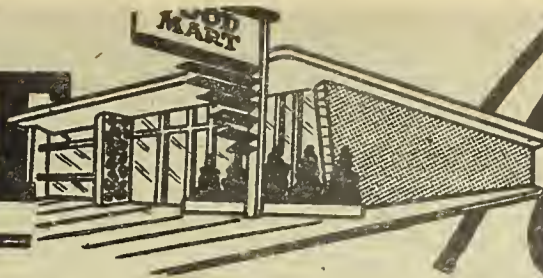
The price of beef no longer is in the "stratosphere," and the United States Department of Agriculture, in cooperation with livestock producers, slaughterers, meat packers and others in the distributive food trade; is undertaking an intensified merchandising campaign to encourage increased consumption of beef.

The Livestock Industry Committee, which met in Washington March 11, 1953, has recommended in part to Secretary of Agriculture Ezra Taft Benson:

"That the Department of Agriculture increase its informational and promotional program by way of press, newspapers, radio, television and all other means at its disposal in order to bring the facts about the supply and demand of beef to the attention of the consuming public."

The committee assured the Secretary that all segments of the industry, including producers, feeders, market agencies, processors and retailers are being asked to give cooperation in a program intended to provide maximum service at reduced costs in moving the product of this industry from the range and feed lots to consumers. They called the attention of the Secretary to the extensive advertising program now being carried by the retailers and processors and indicated that it would be their recommendation that such programs be continued and expanded.

FOOD MART



News

Food News The Busy Man Has Time To Read

3

Chicago, Ill., March 15, 1953

15

Chicago, Ill., March 1, 1953

Beef Supplies Continue To Multiply

Beef supplies continue to multiply as farmers market large numbers of cattle. The U.S. Department of Agriculture says large amounts of beef are expected to be available the rest of this month and on into the Spring.

Beef production, under federal inspection, has been outranking that of pork by several million pounds a week for about a month now. And this situation is expected to continue. Furthermore, the price of hogs is nearer to that of cattle now than it has been in several years. This narrow price spread between the two meat animals is an unusual situation, and reflects the increasing marketings of cattle and the declining numbers of hogs for market.

At the middle of February, beef cattle were bringing farmers an average of \$18.80 a hundredweight — \$8.80 under a year ago. And many cattle feeders are losing money on the animals they sell, when they figure what they paid for feeding cattle and the cost of the feed they've used to fatten them.

The Department of Agriculture says the current beef bounty comes from an all-time record number of cattle. Farmers have been building up their herds for more than 3 years, to where they have large numbers of animals ready for market. In addition to the normal build-up, some feeders in Texas and other areas in the South which have been suffering from drought for a long time have had to sell animals because of the drought conditions.

Beef makes a timely meat to feature to consumers for meals this month and next. The Department of Agriculture is featuring it in its Plentiful Foods Programs for March and April. It's pointing out to consumers that since April 15, 1953, the largest and lowest in a long

Foods For Featuring To May First

Beef supplies available to the food trade continue exceptionally heavy, and the U. S. Department of Agriculture has been focusing a special Plentiful Foods program on that meat. Newspaper, radio, and television food editors are cooperating in the program to encourage more beef purchases for immediate use and for storing in home freezers or lockers.

Beef And Broilers Top March Plentiful List

The food trade can count on record supplies of beef and broilers and fryers to sell in March. The U. S. Department of Agriculture says cattle numbers are at an all-time high, and many beef cattle will be sold in the month ahead. March supplies of broilers and fryers are expected to be 6 percent larger than a year earlier when producers sold a record number of those tender-meated young birds.

The Department of Agriculture says March will be the first time in the history of its Plentiful Foods program that supplies of beef will be large enough to be classed as a plentiful food. Cattlemen have been building up their herds for three years, and now the larger numbers are starting to show at the market. In mid-February, supplies of beef produced under federal inspection began to outrun those of pork. The Department of Agriculture says there was a record number of cattle—nearly 94 million—on farms and ranches at the start of this year. Recent weeks have

brought lower cattle prices. The Department of Agriculture says prices producers have been getting for their beef animals recently have been a fourth to a third lower than a year earlier.

Other Foods

Beef and broilers aren't the only plentiful protein foods promised the food trade for March. The Department of Agriculture says there will be plenty of eggs, frozen fish, peanuts and peanut butter, cheese, and dry lima and navy beans available in the next few weeks for Lenten merchandising.

Stocks of cheese in cold storage the first of February were record large because milk production has been unusually heavy this winter. Egg production in March will be about the highest of the year, but may sag a little under that of March a year ago. Frozen fish supplies in cold storage are considerably larger than last year.

MICHIGAN FOOD NEWS

Monday, March 9, 1953

THE GROCERS' SPOTLIGHT

Founded 1933

ISSUED WEEKLY — 2 EDITIONS
Title Registered U. S. Patent Office

March 20, 1953

U. S. D. A. PLANS BEEF AND BUTTER ADVERTISING

The Agriculture Department is making plans to beam a major beef and butter buying campaign at the nation's housewives this spring.

Officials hope high-powered promotions will bail the government out of a butter surplus and ease the problem of lower cattle prices.

A federal publicity push was the recommendation of an 18-member cattle advisory committee made to Secretary of Agriculture Ezra Benson for relieving the cattlemen's pinch recently.

BEEF AND BROILERS PLENTIFUL FOR MARCH

Vol. 20 — No. 11

March 27, 1953

APRIL PLENTIFULS: BEEF, CABBAGE, TOMATO JUICE

The USDA list of plentiful foods for April includes beef, cabbage, tomato juice, broilers, fryers, turkeys, lamb, fresh and frozen fish, fresh and processed oranges, fresh and processed grapefruit, raisins, carrots, celery and potatoes.

Grocers should feature these during the month to ease the movement of abundant foods through the trade.

Other foods in good supply will be dry lima beans, peanuts and peanut butter, edible oils (margarine, vegetable shortening, lard and oils) and dairy products (butter, cheddar cottage cheese, buttermilk, nonfat dry milk

plies of beef and fryers are prominent. The U.S.D.A. men have built up an all-time high, fed cattle are extremely heavy in very heavy in marketing are larger than

March a year ago and set a new record.

The cattle population in this country has been increasing substantially for three years and is now at an all-time high of nearly 94 million head. The animals have been selling from a fourth to a third less than a year ago. The Department of Agriculture is informing food buyers, through its Plentiful Foods program, that the present large supplies of beef are expected to continue in March.

The largest supply of beef in our history is in to our markets this year. Prices for have been the lowest in several years, and a sharp contrast to those of a year ago.



Merchandise Plentiful Foods

Beef—Indications are that March supplies of beef at retail will be larger and prices well below those of a year earlier. The beef cattle population in this country has increased substantially during the past three years and is now at an all-time record. The large number of cattle, as well as the dry weather and poor grazing conditions over large areas last summer and fall, are chief factors in the recent increased marketings of cattle. During January 1953, there were 17 per cent more cattle slaughtered under Federal inspection than a year earlier. Beef cattle prices were generally about a fourth lower than in January 1952 and prices for some grades were down more than a third.

MARCH, 1953

MARCH 20, 1953

THE GROCERS' SPOTLIGHT

Try It!!

Buying Information Helps Your Sales

By Mrs. J. M. Earley

In a lengthy experiment, homemakers increased by an average of 56% their purchases of those fresh fruits and vegetables which the USDA had notified them directly were "best buys."

So it should pay off for every retailer to give his trade similarly authoritative, helpful buying information.

KNOWLEDGE IS BUYING POWER

A way to do this would be to have a typical "U. S. Plentifuls" section as part of your produce display regularly, with various items added or removed to conform to the current U.S. listing.



Mrs. Earley

Your patrons would grow accustomed to looking over this section each time they shopped for "best buy" evidence.

UNLESS YOU TELL THEM ABOUT IT. When you do, and when you back up the information with correct pricing to prove it, you stand to profit handsomely for your interest.

You can do this by informing the consumer of the conditions of the market. Patrons who had not intended to buy cabbage, carrots, grapefruit or potatoes, or whatever items were displayed in this section, would doubtless find at least one or more of these "plentiful" items. They would feel the confidence that knowledge brings and avail themselves of its buying advantages.

ACCURACY ESSENTIAL

A crop in heavy supply naturally is meaningless to your patrons at the local level unless you gained back, and more, by additional sales volume.

Besides, you would also have the advantage of pricing upward more promptly on a rising market as supplies diminished.

In the experiment I spoke of, adjustments made by cooperating retailers to keep "best buys" prices on the nose were 60% downward, 40% upward.

Sharp Beef Price Declines Offer Real Merchandising Opportunity

USDA to Aid Producers in Moving Plentiful Supplies

Here is an opportunity everyone has been waiting for.

The price of beef has dropped rapidly in the past few weeks. Our cattle producers have been forced to market a heavy volume of cattle which has resulted in drastic price drops.

Representatives of the Livestock Industry, meeting with representatives of the Department of Agriculture on March 11, requested the Department to use every possible means to bring to the attention of consumers that beef is plentiful and is a good buy. In the next few weeks, a concentrated effort will be made to market this abundant supply of beef through regular trade channels.

YOUR STAKE IN STEAKS

Your customers are "beef hungry," so they will respond to feature advertising about the fine quality of beef now on the market, and about the low prices. Also, they will take advantage of large displays in your stores to select from. Radio, television, and newspapers will be used to tell the story to your customers. BE SURE AND TAKE ADVANTAGE OF THIS PROMOTION BY FEATURING BEEF.

While grades are not exactly comparable, the best grade of live steers (prime) declined in a month about 14% and prime dressed beef carcasses declined about 19%. Both live animals and dressed beef all now are selling at Chicago at prices generally a 1/3, or more, below prices of a year ago.

Compared with prices of a month ago, choice live steers now are 14% lower; choice dressed beef carcasses having declined an average of 12%. Sharp to moderate declines are recorded in other grades of both live animals and dressed beef, as compared with prices of a month ago. Sold at wholesale last week was from live animals dressed from 10 days to 2 weeks or more ago.

USDA Announces April Plentiful Foods List

Cabbage and tomato juice get feature billing on the April plentiful foods list according to John J. Slaughter, southwest area field representative, Production and Marketing Administration's food distribution branch, U. S. Department of Agriculture.

Plentifuls for main course dishes include beef, turkeys, eggs, broilers, fryers, dry lima and pea beans and frozen fish fillets, particularly cod and haddock.

Also in excellent supply are fresh and processed oranges and grapefruit, potatoes, raisins, carrots, honey, peanuts, peanut butter and dairy products, such as butter, cheddar cheese, nonfat dry milk solids, cottage cheese and buttermilk.

Completing the plentiful list for the month are edible fats and oils, including margarine, lard, vegetable shortening and salad oils.

The Kansas City Grocer

MARCH 1953

17
LITTLE GIANT
BULLETIN
Ozark Empire Grocers Association
INCORPORATED
CHAMBER OF COMMERCE BUILDING
SPRINGFIELD, MISSOURI

Plentiful Foods For March

The Plentiful Foods Program is designed to increase movement of abundant foods through the trade, insuring more orderly marketing. Your cooperation helps assure maximum use of Plentifuls, thus benefiting producers, consumers and food trades.

The following items will be in especially good supply during March:

BROILERS AND FRYERS
TURKEYS—BEEF—FROZEN FISH
FILLET
FRESH AND PROCESSED
FRESH AND PROCESSED
RAISINS—HONEY
CABBAGE—CORN
DRY LIMA AND PEA
PEANUTS AND PEANUT BUTTER
EGGS
EDIBLE FATS AND OILS
(Margarine, Vegetable Shortening, Salad Oil)
DAIRY PRODUCTS
(Butter, Cheddar Cheese, Swiss Cheese, Cottage Cheese)
Featuring these products as good neighbors to your products.

The Food Dealers' Digest

Published by
Greater St. Louis Retail Food Dealers' Association

PLENTIFUL FOODS FOR MONTH OF APRIL

April, 1953

Features beef, cabbage, tomato juice, broilers and fryers, turkeys, lamb, fresh and frozen fish, fresh and processed oranges, fresh and processed

The Plentiful Foods Program is designed to increase movement of abundant foods thru the trade, insuring more orderly marketing. Your cooperation helps assure maximum use of Plentifuls, benefiting producers, consumers and food trade.

BEEF IS PLENTIFUL—PLUS

Beef on farms and ranches at record low prices are the LOWEST. Advertise on big signs tying-in "Go-Beef" and more Beef recipes for

Recipes: Broilers, fryers, turkeys, frozen fish, fresh and processed fish, and processed grapefruit, raisins, carrots, celery, potatoes, dry lima and pea beans, peanuts and peanut butter, edible fats and dairy products.

Suggest these April Plentifuls for lunches and T. V. snacks.

THE GROCERS GUIDE

Owned and Published by The Cincinnati Retail Grocers' & Meat Dealers Ass'n, Inc.

Member: National Institute of Food Trade Publications

CINCINNATI, OHIO, WEDNESDAY, MARCH 11, 1953

No. 12

NEWS
FOR
THE GROCERY
INDUSTRY

FOOD FLASHES

THIS PAPER
Is Mailed Free to
Every Food Dealer
in Milwaukee County

VOL. XVIII. No. 3

30

Milwaukee, Wisconsin, March Issue, 1953
Published Monthly by the Milwaukee Retail Grocers Association

Copyright 1935, by
The Milwaukee Retail Grocers Association

USDA Says Beef, Broilers Top March Plentiful Foods

Record supplies of beef and broilers and fryers are promised for March. The U. S. Department of Agriculture says cattlemen have built up their herds to an all-time high, and sales of feed cattle are expected to be very heavy in March. Broiler marketings are expected to be larger than March a year ago and set a new record.

The cattle population in this country has been increasing substantially for three years and is now at an all-time high of nearly 94 million head. The animals have been selling from a fourth to a third less than a year ago. The Department of Agriculture is informing food buyers, through its

(Continued on Page 2)

March Plentiful Foods

(Continued from Page 1)
Plentiful Foods program, that the present large supplies of beef are expected to continue in March.

There are still plenty of turkeys

MEAT DEALERS & MEAT DEPARTMENT OPERATORS: The most important

Washington State Retail Grocers & Meat Dealers Association

BULLETIN
619 Lloyd Bldg., Seattle 1, Wash., MAin 7015

March 24, 1953

Bulletin #410

J. Kruse, of the Western Meat Packers Assn., will direct the discussion.

Other items on the agenda are: Election of Officers - Report on Union Negotiations - Illegal Advertising Procedure.

If you are interested in making your meat department pay - better attend this meeting at all costs - a chance of a lifetime!

Remember: Monday evening, March 30, 8 p.m., Chamber of Commerce Auditorium at 3rd and Columbia in Seattle.

Room for only 300 meat men so get there early.

Monday, April 13, 1953

ITEMS IN PLENTIFUL SUPPLY DURING APRIL

The United States Department of Agriculture publishes a listing each month of those food items that are in most plentiful supply for the purpose of aiding the producers and ensuring the most orderly movement of supplies through the regular channels of trade.

This service is of value to the alert food merchant who's interested in "getting in" on the market on such seasonable items that may be offered to his trade at attractive prices.

This will serve two purposes. It will be a service of economy to the consumer, and it will also enhance the prestige of the merchant as a good merchandiser.

The food items in plentiful supply this month are:

Food Trade News

PLENTIFUL ITEMS DURING APRIL

PHILADELPHIA, PA., APRIL 15, 1953

Strong Drive To Sell More Beef Planned For Phila.

Philadelphia processors, retailers and food service organizations are joining in a nation-wide campaign to "move" the beef surplus which is responsible for the sharp drop in prices.

The campaign is being urged by the U. S. Department of Agriculture, Production and Marketing Administration and the National Livestock and Meat Board.

The initial meeting, at which the program planned for this area was explained, was held Monday evening at the Sylvania Hotel. Sixty members of the trade attended.

Explaining the national situation in beef, Philip B. Hearn, area supervisor of the Food Distribution Branch, Production and Marketing Administration of the Department of Agriculture,

noting the sharp decline in beef prices has caused serious financial loss to the producers. They have consistently refused government subsidies.

"At a meeting called by Secretary of Agriculture Ezra Taft Benson, April 15, 1953, it was decided to promote the sale of beef through a series of window posters and television shows."

Beef Sales Push

Continued from page one
son, the Livestock Industry Advisory Committee asked for an intensified program, through press, radio and television to help move more beef.

"It also recommended that the government carefully check its program of beef purchases for the armed services and other purposes with the view of increasing the use of beef."

Wells E. Hunt, president of John Felin & Company, Inc., who presided at the meeting, explained an intensive campaign which has been arranged for this market.

Hunt is a member of a three-member local committee of the National Livestock & Meat Board, working with the government in promoting the program. Others on the committee are: Walter J. Sells, president of Karl Sells & Co., and C. L. Donahower, president of Armour & Company.

Live to sell more beef will be featured through WFIL-TV Philadelphia Inquirer, Tuesday, May 5, through Wednesday, May 6, and Thursday, May 7, and again on "the woman's page" 2.15 to 3 P. M., Friday, May 8.

sign is designed to attract the attention of buyers and readers with the hope of buying meat, various articles in the highlight 'New Ways

Hunt said that window posters promoting the program would be provided for retailers by their suppliers, and that the suppliers would likewise furnish free tickets to meat retailers for a live preview of the television shows to be held in Town Hall in Philadelphia, at 8 P. M., Monday, May 4.

"At that meeting" Hunt said, "retailers will be given details so that they may co-ordinate their meat-selling efforts with the campaign."

Charles M. Ernst, food trade representative of the Food Distribution Branch of the Production and Marketing Administration of the U. S. Department of Agriculture was introduced.

The televised demonstrations on WFIL-TV will feature William E. Olsen and will be telecast in four half-hour periods.

"New Ways in Meat" will be seen 2.15 to 3 P. M., Tuesday, April 5, on "the woman's page," starring Violet Hale and Peggy Towne; on two special "Mrs. Fixit" telecasts with Deborah Adams, 10.30-11 A. M. Wednesday and Thursday, May 6 and 7, and again on "the woman's page" 2.15 to 3 P. M., Friday, May 8.

WFIL-TV stars Violet Hale, Peggy Towne, and Deborah Adams, will assist in the promotion of the campaign through frequent spot announcements in their programs during the week.

AMERICAN STORES COMPANY
(1500 STORES)

MARIAN KEMP'S RECIPES

HOME SERVICE BUREAU

MRS. TOMLINSON'S PRIZE WINNING BEEF STEW

- | | |
|------------------------------|----------------------|
| 1-1/2 lb. cubed beef | 2 carrots |
| 1 small can Ideal Potatoes | Parsley |
| 1 small can Ideal onions | 1 bay leaf, optional |
| 1 small can Ideal Whole Corn | 1 tablespoon salt |

Flour and brown beef cubes in 1 tablespoon bacon fat with 1/4 cups hot water and cook until meat is tender cut up carrots and cook 1/2 hour or until carrots, corn and parsley. Cook 5 minutes or until Place in casserole. Garnish with green pepper.

MRS. CORRIS

- 1 lb. lean stewing beef
1 teaspoon salt
1/4 teaspoon pepper
Flour for dredging
Shortening for browning

Cut meat in 1-1/2 inch cubes. Brown in chicken fat or oil. Add onions, water and salt and cook until tender. Add carrots, celery and potatoes. Mix flour with water to make a paste. Add to meat and vegetables. Cook until thickened. Add salt and pepper to taste.

- Cut
2 cups
1 cup
Salt and

- Carrots
Potatoes
String Beans
Peas

Roll cubes of beef in flour. Brown in chicken fat or oil. Add onions, water and salt and pepper to taste. Cook for about 2 1/2 hours on low heat, stirring occasionally. Add carrots, potatoes, string beans and peas and water as needed for gravy. Cook until vegetables are soft about 1/2 hour.

WCAU-TV PHILADELPHIA

T. V 4/1/53

Inside the Trades

Beef is the news in food this week as a continued heavy production puts abundant supplies of attractively priced cuts on retail markets. The plentiful supplies and lower prices have earned for beef the top spot on the U. S. Department of Agriculture's plentiful foods list for the Southwest in April, and USDA and the industry term beef one of the good meat buys of the week.

Other foods on the April plentiful list include broilers, fryers, turkeys, fish, eggs, celery, Irish potatoes, dry lima and navy beans, fresh and processed oranges and grapefruit, raisins, peanuts and peanut butter, edible fats and oils, and dairy products.



April, 1953

THE

Food Dealer

19

-PITTSBURGH POST-GAZETTE:

WEDNESDAY, APRIL 15, 1953

Promote and Merchandise

NISA
Reporting Service

MERCHANDISING TRENDS

NATIONAL INDUSTRIAL STORES ASSOCIATION.....

USDA TO PUSH BEEF CONSUMPTION...

In cooperation with livestock producers, slaughterers, meat packers and others in the distributive food trade, the U. S. Department of Agriculture is undertaking an intensified merchandising campaign, to continue during the next several weeks, to increase the consumption of beef. The Livestock Industry Committee has asked Secretary of Agriculture Ezra Benson to increase his department's use of "informational and promotional (facilities) by way of press, newspapers, radio, television and all other means at its disposal in order to bring the facts about the supply and demand of beef to the attention of the consuming public." What has the industry concerned is the plummeting price of beef, which went from \$36.33 (the average price of all weights of choice slaughter steers at Chicago) in September 1951, to \$31.13 in December 1952, and then to \$23.07 on March 5 of this year.

PLENTIFUL FOODS
Cabbage, tomato, fresh...

March 21, 1953
Vol. 8, No. 12

✓ BEEF SURPLUS PROGRAMS

April 9, 1953

The United States Department of Agriculture has requested our Association to join in the various industry programs to make every possible effort to promote the sale of beef during the next few weeks.

In all probability, you have been approached directly by either officials of the United States Department of Agriculture or by members of the live stock industry requesting your company's support in the current promotional campaign.

Enclosed you will find a colorful release from the Production and Marketing Administration urging your cooperation in this current situation.

FOOD DISTRIBUTORS ASSOCIATION
121 North Broad Street
Philadelphia 7, Pa.

To All Members:

BULLETIN NO. 166

PROGRESSIVE FOOD (130) STORES
CHICAGO

March 20, 1953.

PROGRESSIVE'S TRAFFIC BUILDING

MERCHANDISING PROGRAM

For the Ad of April 2nd, 1953

SHOP EARLY-SAVE MORE AT OUR GIGANTIC EASTER SALE!

style of merchandising will give you a good profit, and what's more important, satisfy the homemaker by showing her you're thinking of her problems.

THAT'S WHY WE ARE
PRACTICING HOW TO
HANDLE STAMPEDES IN
THIS GREAT SALE OF

**ARMOUR'S
STAR BEEF**

WE DIDN'T SAY IT WAS
EASY... TAKES TIME AND
HARD WORK... WE'RE NOT
OUT TO BEAT ANYONE...
JUST BEING THE LEADERS
... WILL SATISFY US...
AND THIS BEEF SALE IS IN
RESPONSE TO GOVERNMENT
AND LIVE STOCK GROWERS'
APPEAL TO SELL BEEF... NO
INTENTION OF UPSETTING
THE CALM OR EQUILIBRIUM
OF ANYONE... THOUGH
OUR OWN IS GREATLY DIS-
TURBED BY THE RUSH...
ASK ANY BUTCHER... HE
JUST CAN'T GET CAUGHT
UP... BUT HE DOESN'T ASK
US TO SLOW DOWN.



P.S. THOSE FEW SIMPLE
WORDS POINT TO A
CHANGE AS FAR-REACHING
IN GROCERY MERCHANDIS-
ING AS THE SUPER ITSELF...
YOU WATCH... WE'LL SAY
"TOLD YOU SO."



The INDEPENDENT GROCER

Devoted to BETTER MERCHANDISING and Greater Efficiency

Covers
Super Markets
Self-Service
Service Stores
Co-Ops, Jobbers
and Local Chains

Vol. 31—No. 6

Entered as Second Class Matter
at Post Office, New York, N. Y.

New York, N. Y., April 3, 1953



Ten Cents a Copy

Meat Retailers Agree To Push Beef Sales

Meat Dealers Hold Mass Meeting

Just as we went to press the meat dealers of held a special mass meeting in the Chamber of Commerce Auditorium in Seattle. It was called hurriedly by Ray Schwartz of the Department of Agriculture. Henry Kruse representing the Meat Packers Association tell last minute news of the sudden prices and to outline a tentative program of repercussions that may arise as a result of the situation.

A goodly sized crowd of meat dealers took active part in the discussion. The highlights and ideas presented. The mention them briefly will give the retailers a clear thinking on the situation.

Beef is plentiful—there's

Corn is plentiful, too.

operators can't feed beef in business. This will beef production, a supply and then a reverse cattle man back alternative is price the retailers will

We can't afford for it affects retail trade

While the demand of all kinds

Here the omist, size of

It's hit cus fr T

ab.

to buy the differ (steaks) betw months ago.

The constant theme should be: Beef Down out of the Clouds. Beef is Ch more effective merchandising and selling can enjoy better volume, overall better to keep beef from becoming a complete ally a ruin of the whole meat market

This is serious business

Representatives of New York meat dealers met last week with Marketing Director Chester Halnan to map plans for cooperating with livestockmen in promoting increased beef sales and consumption.

The representatives, meeting in the N. Y. Board of Trade conference room were told by Mr. Halnan that the beef situation was critical. An overabundance exists now in all cuts and all qualities.

Though the federal government is currently engaged in a stepped up campaign to acquaint the public

with the fact that beef is now both plentiful and low-priced, the meat retailer representatives were urged to do all they could to help push beef to the consumer.

Displays and elaborate window signs were planned by the retailers in the course of a stepup in merchandising efforts.

Prices for beef are now the lowest since 1947, and about a fourth lower than they were this time last year.

The reason for the present beef oversupply is the rapid build-up in cattle numbers during the last three years to the recently reported all-time record of 56.8 million head. The dry weather of last summer further contributed to increased marketings.

Though per capita beef consumption has gone up, production has far outstripped it on the way up.

(See Picture on Page 6)

Cleveland Grocer

Official Organ of The Cleveland Retail Grocers' Association

PLENTIFUL FOOD

March, 1953

Monthly List and The Kansas Grocer

KANSAS FOOD DEALER
Beef - A Good Buy For Consumers and Retailers

FEATURES

RETAIL GROCERS ASSOCIATION, INC.

SUPPLY AND DEMAND

With controls removed from practically all foods, the old order of supply and demand will take over. The exception to this very good rule will be those foods still supported by the United States Government. An outstanding example of this is beef.

Since the free market is again entering the picture it is well to watch for changes in supply and demand as those changes directly affect your business. The following information is from government sources.

POTATOES ... April storage holdings are large with North Florida new crop heavy shipments will arrive from Alabama and California in mid-April. Storage on January 1st were 20% over a year ago and Spring acreage is about 20% over same period last year.

BEEF ... There is a record large number of beef cattle on the farms today are lowest in many years. Feed remains high and the farmers are not holding cattle; they are going to the market. Beef supplies should be abundant months.

USE AMERICA'S ABUNDANCE

Plentiful supplies of good quality beef this Spring has made this product one of the "best buys" for both consumer and retailers. The supply remains good, now, for three reasons: it is now the peak of the cattle production cycle; there are some 57 million beef cattle; prices are considerably below those of last year. The result of retailer promotions to date have been most gratifying. The beef industry has commended the nation's retailers for their outstanding job, but it is essential to continue this extra sales effort, since the favorable supply situation on beef will last for at least another thirty days. Important to tie-in with promotions of beef products and is the fact that consumers can reduce costs per serving by cooking all meats at low temperatures, regardless of the cooking method used. Low temperatures mean less shrinkage and assure more servings per pound of meat. Advantages of low temperature cooking are:

1. Less shrinkage, therefore more servings per pound;
2. Meat is reduced to shrink;
3. Meat is juicier and remain in the meat, and fat melting slowly.

APRIL 1953
since high temperatures using muscle fibres to make it for a key ers. (Continued on Page 4)

21

from the COLONIAL STORES kitchen

STEAKS AND ROASTS - beef is news!

Members of the livestock industry, meeting in Washington on March 11th, asked the government for all the assistance possible in publicizing the facts about the supply and demand of beef; that the supply of beef will continue plentiful throughout the country as livestock slaughter continues on a high level, greater than the past five year 1948-52 average. This heavy movement of beef cattle to market is the result of rapid build up in numbers of cattle during the last three years.

BEEF WILL BE THE FEATURE ITEM - for months to come.

APRIL 8, 1953

The dry weather

Wholesalers at Ray Schwartz of the Department of Agriculture, Food Distribution Branch, beef and are called last week to say hello and report on the important meeting he had with beef cost. Wholesale and retail meat men in Portland. A tremendous meat merchandising

program is in the making, in the hope that the sale of beef can be increased

This plentiful considerably. Present low beef prices will be the story behind the program.

which retailers. It has been said that beef production runs in cycles and that the peak of are reported: the last cycle was in 1948, when the buildup of cattle reached 76 million for the home head. The present cycle has brought a total of 93 million to date and the the heavy beef cycle is not expected to reach its peak until this time next year, when it this year, they will reach 98 to 100 million head - which shows the need of a marketing pro-

gram to bring about its consumption in an orderly manner. Mr. Schwartz told the meat men they have a tremendous consumer relations job to do over consumption.



SMART & FINAL IRIS CO. MARKET NEWS

Serving the food trade of the Great Southwest



Vol. 5

MARCH - 1953

No. 6

SALES AND PROFIT BUILDERS

BEEF ON MARCH PLENTIFUL FOODS

Beef, supplies of which are heavier than usual in Western markets, has been included on the U. S. Department of Agriculture's Plentiful Foods list for March along with a number of other Western products.

The March Plentiful Foods List, compiled by the Production and Marketing Administration Food Distribution Branch, includes an exceptional variety of foods for this time of year. Sharing the featured spot are small Navel oranges and dry beans.

Other foods on the March plentiful list include eggs, turkeys, broilers and fryers, cabbage, lettuce, celery, carrots, raisins, domestic dried figs, fresh and processed grapefruit, honey and frozen fish.

Supplies of beef in the retail markets have been exceptionally heavy—cattle slaughtered under federal inspection during January totaled 17 percent more than a year earlier—and present indications are that March supplies of beef at retail will continue large, according to FDB.

In addition to the heavier supplies during January, beef cattle prices were generally about one-fourth lower than in January, 1952, and prices for some grades were down more than one-third.

One of the main reasons for the increased supplies of beef is the substantial increase during the past three years in the beef cattle herds

NEW NAME SMART FINAL IRIS CO.

Announcement of a new company name, Smart & Final, for the combined operations of Final and Haas, Bapany, was made March 11. Peterson, President, W. Lutz, Chairman. The new company will operate throughout the entire Main warehouse Vernon, Baker, nardino and Sonia as well as son, Arizona Nevada.

Smart & Final, operating as this area years, re Baruch sale group. Names until name name Com titl, redoubt 95 Cash-Southwest are.

which are now at an all-time high. Also listed on the March Plentiful Foods List are butter, Cheddar cheese, nonfat dry milk solids, cottage cheese and buttermilk. Margarine, lard, vegetable shortening and salad oils along with walnuts, filberts, almonds, peanuts and peanut butter are also included.

HOW TO MAKE YOUR STORE SAY, "COME AND BUY...!"

ways to advertise
and greater
accord-

NAWGA

Plenty of Beef
Supplies are running heavy and

The Livestock Industry Committee has asked USDA for assistance to supplement the industry's own stepped-up merchandising program. Wholesalers and slaughter continues large. Wholesalers and retailers have been urged to

APPETITE APPEAL

Appetite appeal sells far more than price offerings in the delicatessen department, especially to hungry men headed homeward. Shoppers spend freely in this "impulse buying" section when they see what looks good to eat. "Make 'em drool" is the motto of one Colorado retailer who displays glittering jars of tempting cross-cut pickles, bottles of beautifully packed olives and similar teasing displays in a small section for snack specialties. Displays of top quality cheeses arranged with a companion display of Melba toast and cocktail crackers and canapes has paid off handsomely for a Boston retailer.

HOUSE LOCATIONS

angeles	5515 York Blvd.	CL 6-9430
angeles	2222 Pasadena Ave.	CA 2-0922
angeles	1462 Glendale Blvd.	DUN 7-9034
angeles	2900 Brooklyn	AN 3-9776
angeles	112 N. Gage	AN 3-9629
angeles	2949 W. Pico	REP 2-9991
angeles	315 N. Los Angeles	MA 0375
angeles	4502 S. Western Ave.	AX 1-7405
angeles	1299 W. Jefferson	PA 1060
angeles	135 E. Manchester	PL 3-8129
angeles	4612 Santa Monica	OL 9772
angeles	9917 Long Beach Blvd.	Loraln 6-2959
angeles	50 S. Drew St.	Mesa 120
angeles	70 E. Huntington Dr.	EL 8-9900
angeles	Whittier Blvd.	UN 1-9052
angeles	Blvd.	SUN 2-9620
angeles		Ocean 2248
angeles		6-23181
angeles		OX 6-9871
angeles		SY 2-9613
angeles		2-2289

NATIONAL-AMERICAN WHOLESALE GROCERS' ASSOCIATION
60 HUDSON ST., NEW YORK 13, N. Y.

March 30, 1953

angeles	ST 6-9405
angeles	ST 6-9490
angeles	Miller 3-9317
angeles	2-0511
angeles	LO 9-5612
angeles	Oxford 4-3432
angeles	TE 4-2392

*INDICATES WAREHOUSES CARRYING FROZEN FOODS

Give your meals
the IRIS touch!



This giant illuminated billboard flashes the message of Iris Fine Foods to more than a million and a half persons each month. One of the largest panels available, the billboard rotates each month to new traffic center in Southern California. The sign is 47-feet long and more than 12-feet high.

FOOD SERVICE ESTABLISHMENTS

The food service establishments in this country serve more than 70,000,000 meals each day. The national and most regional and State restaurant and hotel associations featured beef in their bulletins and trade publications.

These associations were instrumental during the special plentiful foods program in stepping up the use of beef in restaurants, hotels, drug stores, industrial plant cafeterias, and other public feeding enterprises. Also, the home economists for many public utilities in their demonstration programs gave a great deal of publicity to the beef program.

In New York City, hotels and restaurants serving over 600,000 meals each day pledged to add an extra beef dish to their menus. In Massachusetts and Rhode Island over 100 large restaurant and cafeteria managers also pledged to add an additional beef item on daily menus.

State hospitals and institutions feed over 1 million persons daily had the lower beef prices called to their attention by their respective State agencies.

Beef was designated as a "School Lunch Special" plentiful food. State Departments of Education, through their School Lunch Divisions, encouraged its use. This program operates in about 57,000 schools serving nearly 10,000,000 children each school day.

Several specific examples of special attention to beef during this program by food service establishments ---

- Waldorf Cafeterias in the Northeast featured salisbury steak in newspaper ads, at a special price.

Howard Johnson chain of restaurants featured a special steak dinner at 40 cents less than the usual price.

The 187 Whelan Drug Stores featured a one-fourth pound hamburger at 33 cents - usual price had been 35 cents for a one-sixth pound hamburger.

The State colleges in Georgia were all urged by their central office to use beef frequently during period of low prices and plentiful supply.

Hotel and Restaurant

The Official Organ of the
HOTEL ASSOCIATIONS
of New England

24

BOSTON

NEW FOOD OUTLOOK

for April

National Restaurant Association
8 SOUTH MICHIGAN AVENUE

CHICAGO 3, ILLINOIS
No. 4

Michigan

MARCH 1953

RESTAURANT

Beef Makes History As a Plentiful Food

Beef has become so plentiful that the U. S. Department of Agriculture is featuring it in its Plentiful Foods program for March. This will be the first time in the history of the program that beef has been so abundant it could be included in the list of "Plentiful Foods."

Here's the "why" of the plentiful beef story:

Cattlemen have been building up their herds for three years. The first of this year there were more cattle on farms and ranches than ever before. They numbered about 94 million head.

Lots of these animals are coming to market now. Last week, for instance, production of

beef, under federal inspection, was 27 percent heavier than a year ago. It totaled 163 million pounds. Last year, total beef slaughter rose 8 percent above 1951, but it was smaller than for any other year since 1943. Now, farmers have more cattle to sell.

There are so many cattle that prices have fallen recently. Prices paid to farmers for cattle last week were a fourth to a third lower than a year ago.

Cattle on farms and ranches the first of this year outnumbered hogs by about 2 to 1. Farmers have been reducing hog production and plan to continue to do so. And that's a story reflected at the markets now as

beef
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Cabbage

FEATURES

Beef

Tomato Juice

PLENTIFUL FOODS NATIONAL

Broilers & Fryers
Turkeys
Frozen Fish
Eggs
Oranges
Grapefruit
Citrus products
Potatoes
Raisins
Butter

Cheddar Cheese
Dried Milk
Cottage Cheese
Margarine
Vegetable Shortening
Lard
Salad Oil
Dry Limas
Dry Navy Beans
Peanuts & Peanut Butter

Please note that Beef is included in the list of "Plentiful" supplies. Cattle and calf slaughter continues at the high rate of about thirty percent over last year. Several congressmen have pressed the government to step in with some kind of support program to offset the sharp drop in beef prices and alleviate the heavy losses being currently taken by the cattle industry. A committee of USDA and cattle-men feel that the livestock and meat industry can solve the problem better without governmental financial help or interference if restaurant operators and retail meat outlets will lend a hand. This makes sense to restaurant men who know only too well what governmental controls and subsidies do to their meat prices. Will you please use and feature beef dishes to the fullest extent during April and May to help normalize and stabilize the cattle market - particularly the fed cattle market.

Sell More Beef Dishes, Agriculture Dept. Urges

Beef takes the spotlight in the U. S. Department of Agriculture's regular monthly bulletin on plentiful foods this month.

Urging food service organizations to take part in "an all out sales campaign," and recommending that restaurants "offer as many menus with as possible . . . consider post-war period possibilities for involvement," the bulletin ex-

Livestock Industry Advisory Committee to the Secretary of Agriculture, meeting in Washington, led on the department for a promotion campaign during the next few weeks.

The Recognized Publication of the Pennsylvania Restaurant Association

Seventeenth Year

MARCH 1953

Number 193

HOWARD JOHNSON'S

\$1.95

Special

\$1.95

GRILLED MINUTE SIRLOIN STEAK

French Fried Potatoes

Buttered Green Peas
Tea or Coffee

Special for Today

BAKED SALISBURY STEAK, ONION GRAVY

Whipped Potatoes

Fresh Vegetable

Freshly Baked Rolls and Butter

Baked Rolls and Butter

Appetizers

ons .15

ail .65

Chilled Fruit Cup with Sherbet .30

Chilled Half Grapefruit... .20

(.35 extra on dinner)

95¢

Suggestions

Complete
Dinner

1.90

A la
Carte

1.35

POT ROAST OF BEEF

Jardiniere Gravy, Oven Roasted Potato, Buttered Broccoli

BEEF

The Livestock Industry Advisory Committee to the Secretary of Agriculture, meeting in Washington, D. C., on March 11 and 12, called on the Department for an intensified promotion campaign on Beef during the next few weeks. The Committee, for its part, pledged all segments of the industry in a united program to acquaint the public with the fact that Beef is both plentiful and low-priced on today's market.

Beef supplies are large and prices sharply reduced. Federally-inspected slaughter was 1.17 million head in February 1953, nearly 212,000 head above the 1948-52 average monthly slaughter.

Prices have dropped \$13 to \$20 per cwt. between September 1951 and March 5, 1953.

Much outstanding promotional work has been done recently by all segments of the trade, but the need for increased emphasis persists. Joining the Industry Committee, we now urge you to redouble your efforts to move Beef into consumption during this period of lower prices.

NATIONAL ASSOCIATION OF RETAIL DRUGGISTS

JOHN W. DARGAVEL

EXECUTIVE SECRETARY AND
GENERAL MANAGER

205 WEST WACKER DRIVE
CHICAGO 6, ILLINOIS
PHONE: STate 2-7730



GEORGE H. FRATES

WASHINGTON REPRESENTATIVE
OF THE N.A.R.D.

1162 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.
PHONE: DISTRICT 7-7495

WASHINGTON BULLETIN

VOL. 10 - NO. 112

March 20, 1953

DON'T BEEF - SELL MORE - The U. S. Department of Agriculture has asked the NARD to again cooperate in moving parity products. Soda fountain operators got behind the drive, October last, and really went to town in helping the Government dispose of an excess HONEY crop. The Government officially acknowledged your aid. Now won't you please put a little extra effort behind the drive to sell more BEEF? Every additional piece of meat you sell or consume saves Uncle Sam from paying support prices to the producers. Raisins are next on the program. During the week of May 10th to 16th you will be asked to help sell more raisins. There will be an estimated overage of 25 tons. More about this plan next month.

25
Texas Restaurant Association
1012 BROWN BUILDING
AUSTIN 1, TEXAS
April 1 1953
I received a bulletin from you office dated March 17th, 1953, on "Beef". You will send us 1500 copies of this bulletin, we shall be happy to enclose our next regular bulletin that will go out to our membership shortly. In addition, we will carry in the next issue of THE CHUCK WAGON an on this.
Sincerely yours
W. Priife, Jr.
Executive Vice-President

UNITED CIGAR - WHELAN STORES CORPORATION

WHELAN DRUG STORES

UNITED CIGAR STORES

ROOM 202

509 14TH STREET, N.W.
WASHINGTON 4, D. C.

Special Feature.

● FULL QUARTER POUND TENDER, JUICY
HAMBURGER

Served on

● TOASTED
SOFT BUN

with

● RELISH

33¢

**1/4
POUND**

3, 1953

iculture
ove more
l feature
poster
th pound

soda fountains

s effort, or
l foods,

serviser

The MISSOURI RESTAURANT

26

MARCH, 1953

An Intriguing Recipe

BEEF BOURGUIGNON, WITH A SAUCE THAT'S OUT OF THIS WORLD

What always turns up at the head of the poll when the question is, "What's your favorite meat?" Beef. Beef in any way, shape or form. Well, here's a beef dish you'll hurry to add to your "favorites" list once you've tried it — Beef Bourguignon.

To make it, great tender chunks of juicy beef must be simmered slowly in a rich, dark brown sauce — and what a sauce! Aye, there's the secret. Wine, herbs, spices, onions, and half a cup of strong black coffee — among other things — go into its making. Then pour the piping hot, savory beef into a bed of buttered, golden noodles sprinkled with fresh parsley. Serve with it a crispy green salad, sharp dressing and large cups of steaming coffee, as complete and hearty a meal as you could wish for.

Strange as it may seem, Beef Bourguignon is also economical, the noodles acting as a meat stretcher as well as a flavor complement. This means that you can make this delectable dish as often as the spirit moves you — and on a modest budget, to boot.

One more point . . . don't forget to have a brimming coffee pot at hand when the serving starts. This is one meal where "coffee with" is quite as indispensable as "coffee after."

BEEF BOURGUIGNON (Serves 50)

2 c. butter or margarine	1/3 c. salt
24 lb. round steak, cut in 3/4 inch cubes	1 1/2 T. monosodium glutamate (T = Tbsp.)
8 cloves garlic, crushed	1 1/2 T. pepper
2 doz. onions, sliced or 2 qts. sliced	2 tsp. marjoram
2 c. flour	2 tsp. oregano
1 gal. Burgundy	1 qt. strong black coffee
2 qts. water	

Melt butter or margarine in deep frying pan or chicken fryer; add cubed round steak; brown on all sides. Add garlic and onions; cook until onions are soft, but not brown. Remove meat and onions from pan. Blend flour with butter remaining in kettle. Add wine, water, seasonings and coffee. Stir until slightly thickened. Return meat and onions to kettle. Cover; bring to boil; simmer 1 1/2 hours or until meat is tender. Serve with parsleyed, buttered broad noodles. Makes 50.

METROPOLITAN NEWS

PRINTED MONTHLY
IN NEW YORK CITY

INTERNATIONAL
STEWARDS' and CATERERS' ASSOCIATION
INCORPORATED

APRIL, 1953

BY
NEW YORK
METROPOLITAN BRANCH

Vol. 17 No. 4

YOU MIGHT BE INTERESTED! PLENTIFUL BEEF PROGRAM

The USDA is cooperating with the livestock industry in a special plentiful foods program during the next several weeks to increase the consumption of beef. Marketings of beef cattle have increased considerably in the past year and prices of livestock are the lowest since 1947. The Department is urging wholesalers and retailers to continue and expand the merchandising campaign on beef they have conducted during the past few weeks.

PEORIA RESTAURANT ASSOCIATION

FIRST NATIONAL BANK BUILDING

PHONE 3-7114

DIRECTORS

EDWARD WINSTON
I. HAROLD POTTS

PEORIA 2, ILLINOIS

April 10, 1953

OFFICERS

ALEXANDER SUTTER, Pres.
H. F. DAVIS, V. Pres.

.The leading April plentifuls are
BEEF, CABBAGE, TOMATO JUICE and RAISINS.The present crop of raisins is
the largest since 1947 and the raisin industry will have a special national promo-
tion during the first half of May.

The Appetizer

The Official Publication of the Iowa Restaurant Association

MARCH, 1953

Tips on Meat

Beef Buying: When buying beef, look at the grade and cut as indications of probable tenderness. U. S. Prime and Choice grades rib and loin cuts are usually tender. So is meat that has fine-textured lean, red, porous bones, and is well marbled with fat.

Meat Storage: Fresh meat should be stored unwrapped or loosely covered in the coldest part of the refrigerator. As a little drying of the surface of fresh meat is desirable, it should not be tightly covered. However, cooked meats should be covered because the surface has dried during cooking. Frozen meats should be stored at 0°F. or lower until time of defrosting.

Save Time and Trouble: Roasting meats at a low temperature involves less work all around. You won't have to keep as close a watch as otherwise, the pans will not have to be scoured as much, less fuel or electricity is

used and the drippings are more valuable for soups and gravies than burned drippings.

Frozen Meat Juice: When thawing frozen meats, catch the juice as it drips from the piece and use it in cooking soups or gravies—it's full of Vitamin B.

THE BOSTON HERALD, TUESDAY, APRIL 14, 1953

#7
EXTRA SPECIAL Value!
SALISBURY STEAK
FRESH MUSHROOM SAUCE
VEGETABLE • POTATO
ROLLS AND BUTTER

MONDAY, TUESDAY

45¢

Waldorf

CAFETERIAS



27

1512 STOUT STREET
DENVER 2, COLORADO
TELEPHONE CHerry 7439

March 20, 1953

Mr. John J. Slaughter
U.S. Department of Agriculture
1114 Commerce Street
Dallas 2, Texas

Dear Mr. Slaughter:

**RESTAURANT OPERATORS
URGED TO PUSH BEEF**

the **HOST**

Your letter came after Blakely about the beef particularly and in

Chamber of Commerce has called our attention to figures that indicate an economic loss of \$140 million because of the current cattle slump.

We are perhaps closer to the problem we were working on than you are. In cooperation with the Chamber of Commerce (that one beef feeder district) we are working on a restaurant in Colorado to serve beef and calling the attention of cattlemen to the fact that if cattlemen were forced to sell beef they would have a famine in a few years that would force

You will all have received letters by this time urging you to take advantage of the larger profit margin on beef and serve more beef in your restaurants, both to help provide a market for the beef that must be sold and to prevent the cattlemen from going broke and out of business and then having a beef scarcity and very high prices in succeeding years.

Then, in our regular meeting we carried a story about the problem and called attention to the table tents that said "Beef" and a booklet titled, "Tastier Beef."

It is sound thinking too, to have such items as beef pot pie, beef and noodles and beef hash on your menu to "take up" the left-overs. Lives in this world a man so dead, who never in his life has said, "Gimme 'd corned beef 'n cabbage!"

Copies are enclosed. I will mail the BEEF bulletins I received from your office this next week. If there are other things we can help on, call on us.

Enclosed with this **HOST** you will find a sample table tent that proclaims that you serve Colorado beef, as well as a booklet on how to select and prepare tastier beef. If you want additional of either, they may be obtained from your packer.

Hospitably yours,

R. E. Carlton
R. E. Carlton,
Executive Secretary

P.S. We also had newspaper publicity on the problem.



Menu

A.C.L. Special Steak Platter

BROILED CLUB STEAK

(Half-Pound)

French Fried Potatoes

Mixed Green Salad

Bread and Butter

Coffee

Tea

Milk

2.85

ATLANTIC COAST LINE RAILROAD
RICHMOND, FREDERICKSBURG & POTOMAC RAILROAD
FLORIDA EAST COAST RAILWAY



Best Buys of the Month

MEAT

Beef: Supplies have become so plentiful for the first time in history, the U. S. Department of Agriculture featured beef in its Plentiful Foods program for March. With cattle herds built up the past three years and a record 94 million head now on farms and ranches, more cattle than ever before are heading for market. Production in one recent week was 27% above a year ago. Prices have fallen accordingly, with sums paid farmers a fourth to a third under a year ago.

**HOTEL ASSOCIATION OF
WASHINGTON, D. C., INC.**

(AFFILIATED WITH AMERICAN HOTEL ASSOCIATION)

312 SECOND NATIONAL BANK BUILDING
1331 G STREET NORTHWEST
TELEPHONE DISTRICT 9110

28

March 17, 1953

We are distributing the fact sheet to our member hotels in an effort to cooperate with the Secretary of Agriculture in this project.

Bourbon A. Dawes
BOURBON A. DAWES,
Executive Secretary.

Massachusetts Restaurant Association

279 NEWBURY STREET, BOSTON, MASSACHUSETTS
Telephones KBmore 6-9260-9261

AFFILIATED WITH THE NATIONAL RESTAURANT ASSOCIATION

Attached to this letter is a copy of the appeal made by our President, Mr. Robert H. Hall, at our monthly Membership Meeting, held on March 23rd at Fitchburg, Massachusetts.

Subsequent to this Meeting, I have contacted personally a number of our leading catering firms who have assured me of their intention to feature beef and beef dishes at every possible opportunity during the next few weeks.

I think you can be safe in assuming that our Association, as in the past, will back the Department of Agriculture to the fullest extent possible in this current emergency program.

March 30, 1953

Louisiana Hotel Association



INCORPORATED

Cordially,

Mark Strong
Mark Strong
Executive Secretary

March 26, 1953

You may be assured that we will be glad to cooperate with you and will suggest to our members in a bulletin that they feature beef in their menus.

**Restaurant Operators
Urged to Push Beef**

Denver Post Special.

GREELEY, Colo., March 10.—The Greeley Chamber of Commerce, warning that the current slump in cattle prices means a Colorado economic loss of \$140 million, Tuesday called on restaurant operators to "push beef."

Walter L. Bain, chamber president, said the cattle market has "gone to pot."

"The price of beef has dropped a resounding 33 per cent in the last three months—and the bottom is still not in sight," he said.

Weld county, of which Greeley is the county seat, is the nation's leading cattle feeding area.

The chamber plea is aimed at increasing the sales of beef dishes by restaurants.

"Beef now offers a larger margin of profit to eating establishments than any other meat, fish or fowl," Bain said.

"An increased consumption of beef will have a stabilizing effect on the sagging market. You can help by giving beef a more prominent place on your menus and featuring such economical cuts as pot roasts, corn beef and cabbage, beef pot pie, beef and noodles and beef hash," Bain said.

DENVER POST

DENVER, COLORADO
March 10, 1953

**INDIANA
RESTAURANT
ASSOCIATION**

**RESTAURANTS URGED TO HELP
MOVE HEAVY BEEF SURPLUS**

THANKS FOR YOUR LETTER OF MARCH 26TH RELATIVE TO

ENLISTING OUR SUPPORT IN THE MERCHANDISING EFFORT OF THE LIVE-
STOCK INDUSTRY AND THE U.S. DEPARTMENT OF AGRICULTURE. WE

Arizona Hotel Association

HOTELS · RANCHES · RESORTS

902 LUHRS TOWER
PHONE 3-3957
PHOENIX, ARIZONA

**WASHINGTON STATE
RESTAURANT ASSOCIATION, INC.**
803 SEABOARD BUILDING • SEAC 6446
SEATTLE 1, WASHINGTON

We are in receipt of your letter of April 6, 1953 relative to the efforts of you and your salers here in this program and trust to do our small part.

Very truly yours,

George E. Clarke
WASHINGTON STATE RESTAURANT ASSOCIATION
George E. Clarke
Executive Vice-President

**MEMBERSHIP
BULLETIN**

MARCH 31, 1953

The U. S. Department of Agriculture during the past week has sent representatives to the I.R.A. office for the primary purpose of discussing the present record supply throughout. Indiana can help in disposing of the surplus.

Market markets are now pouring into Midwest title at about one-third under those of cost beef in several years, despite U.S. all grades of live cattle and the steers coming into the Chicago

For big-volume users to give special prices. Advance buying is suggested

be created through the use of publicity media. This nationwide drive to feature steaks and beef will be a alleviation of the beef surplus

DW/CT

MARCH 30, 1953

EXECUTIVE SECRETARY, TREASURER

YOUR HELP IS NEEDED... BUY PLENTY OF BEEF

Plentiful Foods

MONTHLY LIST

State Board of Education

SCHOOL LUNCH DIVISION

Oklahoma City, Oklahoma

APRIL 1953

SCHOOL LUNCH SPECIALS	
BEEF	
CARROTS	CABBAGE
POTATOES	FRESH ORANGES
REPORT PURCHASE OF ABOVE FOODS ON CLAIM	

Austin, Texas

TEXAS EDUCATION AGENCY

April 1953

DIVISION OF ADMINISTRATIVE SERVICES

Chuckwagon Roundup

Bascom Hayes, Director
Administrative Services

Charles M. Hicks, Chief
School Lunch Program

APRIL SCHOOL LUNCH SPECIALS

1. Beef 2. Carrots

4. Potatoes

IMPORTANT NOTICE

Beef is at the top of the list of School Lunch Specials for the month of April. Every effort should be made to increase the consumption of beef in the school lunchrooms. The prices are the lowest in years. Everything possible should be done in Texas to assist in stabilizing prices to cattle producers. At present prices, beef can be included more often in lunchroom menus and the variety of ways in which it can be prepared and served lends itself well to acceptance by children. Nutritionally, beef is considered as one of the most important sources of protein. Lunchrooms having home type freezers or access to frozen food lockers may well look to purchasing beef in quantity now for consumption during the remainder of the school year.

LUNCHEON

DIGEST

COLORADO SCHOOL LUNCH DIVISION
STATE DEPARTMENT OF EDUCATION

CHARLES W. LILLEY, State Director
WOODROW K. WHATLEY, State Home Economist
Room 321, State Museum Building
Denver 2, Colorado

APRIL, 1953

PLENTIFUL FOODS FOR APRIL

SCHOOL LUNCH SPECIALS

Beef
Potatoes
Carrots
Cabbage
Fresh Oranges

NOW IT'S TIME TO START
"BEEFING"



Have you checked on the price of front-quarter beef lately?

Many cooks and food managers have just gotten out of the habit of buying beef. For good reason, too! The picture has changed lately and there are some good buys in beef.

The kids (pardon me!) - children, will enjoy some beef pie, roast beef or what have you. Those with deep freeze or locker boxes better consider buying a front-quarter or two. We don't know, but have a hunch, beef is about as cheap as it is going to get.

We recommend for schools, front-quarters of good or commercial grade or if you can't use a full-quarter there are some good cuts of front-quarters. Hinds are not yet as good buys as fronts. Sometimes you can get utility grade that is OK.

April 1953

Kansas School Lunch News

State Department of Education
Adel F. Throckmorton, Superintendent
Topeka, Kansas

Plentiful Foods

Beef tops the list of School Lunch Specials for the month of April. At present prices, beef can be included more often in lunchroom menus, and the variety of ways it can be prepared and served lends itself well to acceptance by children. Lunchrooms having food freezers may well look to purchasing beef in quantity now for use during the remainder of the school year.

Plentiful Foods

MONTHLY LIST

STATE DEPARTMENT OF EDUCATION
SCHOOL LUNCH SERVICE, ROOM 301, EDUCATION BUILDING
LITTLE ROCK, ARKANSAS

April 1, 1953

To: Superintendents of Schools and Lunchroom Managers
From: Ruth Powell, State Supervisor, School Lunch Service
Subject: April Plentiful Foods List - School Lunch Specials

We are attaching a copy of the suggested menus for Type "A" Lunch emphasizing the use of the following plentiful foods during April, 1953.

PLENTIFUL FOODS MONTHLY LIST

* SCHOOL LUNCH SPECIALS *
* Beef *
* Potatoes *
* Carrots *

School Lunch

APRIL 1953

BEEF * BEEF * BEEF * BEEF * BEEF * BEEF * BEEF * BEEF * BEEF * BEEF * BEEF * BEEF *

SCHOOL LUNCH SPECIALS
Report purchases of the following on monthly claims, Item 5:
BEEF
Potatoes Cabbage
Carrots Fresh Oranges

Livestock producers in recent weeks have been forced through unusual circumstances to market exceptionally large numbers of cattle. As a result of this heavy marketing, the price of cattle has dropped causing lower prices of beef for consumers.

A committee representing Livestock Industry recently met with the Secretary of Agriculture and it was agreed that an all out merchandising drive would contribute greatly to stabilizing prices. The committee members asked, among other points, that immediate steps be taken to increase the volume of beef used in the School Lunch Program.

While beef is at the top of the list of School Lunch Specials for the month of April - giving attention to possible increased purchases - prices are now favorable. At present prices, beef can be included more often in lunchroom menus and the variety of ways it can be prepared and served lends itself well to acceptance by children. Nutritionally, beef is considered as one of the most important sources of protein.

Compiled by: NEW MEXICO SCHOOL LUNCH SERVICE
TOM WILEY, STATE SUPT.
Allyn George, State Director
Kathleen Doyle, Field Supervisor
Juanita Taylor, Field Supervisor
Howard Janes, Field Auditor
Ollie Harvey, Bookkeeper
Lila Garcia, Secretary

Santa Fe, New Mexico

Department of Agriculture points out the following: rapidly in the past few weeks. Our cattle production has resulted in a heavy volume of cattle which has resulted in a concentrated effort will be made to through regular trade channels.

For, when you can serve more beef in the beginning to tire of turkey and ham, and beef. Why not check with your market charged for beef in your community? might be a good time to fill your

Public School MENUS
APRIL 13-17
Here are the Dallas public school plate lunch menus for next week. Prices are 18c in elementary and 23c in junior and senior high schools.
If your youngster likes to buy the plate lunch, you can check these menus to avoid serving the same foods at the evening meal.

MONDAY
Barbecued Beef on Bun
Choice of Two: Black-eyed Peas, Creamed Carrots and Celery, or Shredded Lettuce with Dressing

TUESDAY
Texas Corn Chowder
Choice of Two: Stewed Prunes or Raw Vegetable Salad, Margarine

WEDNESDAY
Hot Roll or Toast
Hamburger Steak in Creole Sauce
Choice of Two: Buttered Rice, Squash or Waldorf Salad, Margarine

THURSDAY
Hot Roll
Roast Beef with Brown Gravy
Choice of Two: Mashed Potatoes, Buttered Peas or Sliced Tomatoes, Margarine

FRIDAY
Hot Roll
Choice of Two: Green Beans, Cabbage with Mustard Sauce or Fruit Gelatin



BUY BEEF

BLUE FLAME HOMEMAKER - April 1953

Isabel Ottenheimer, Director

Savory Beef Dishes

While beef is plentiful and relatively inexpensive, good cooks may want to add the following popular recipes to their cookbook shelf.

Braised Steak and Onions:

Stuffed Flank Steak:

BEEF IS TOP FOOD NEWS! THE NEW YORK CITY OFFICE FOR MARKETING TELLS US THE MARKETS ARE CHOCK FULL OF BEEF SELLING AT MUCH REDUCED PRICES. TO HELP THE HOMEMAKER TAKE ADVANTAGE OF THE SUPPLY AND PRICE OF BEEF, WE HAVE TAKEN A FEW RECIPES FROM THE BEEF RECIPE SHEET PRINTED BY THE U. S. DEPARTMENT OF AGRICULTURE, PRODUCTION AND MARKETING ADMINISTRATION, NEW YORK CITY OFFICE FOR MARKETING.



Published every other week by Atlanta Transit Co.
Atlanta, Georgia. April 6, 1953



Betty Bradford presents
Reddy Recipes



GOOD NEWS FOR THE BUDGET and the appetite too—beef, that favorite American meat, is listed as a "Plentiful Food of the Week" by the U. S. Department of Agriculture. I'm a beefsteak fan myself—and who isn't?—so I thought I'd pass this good news along. A record number of cattle is coming to market right now and a high percentage of it is "choice". This is an ideal time to fill the freezer, if you own one. But freezer or not, beef's a good buy for daily eating—and isn't it fun while it lasts?

FROM THE HOME SERVICE DEPARTMENT of the NARRAGANSETT ELECTRIC COMPANY

In cooperation with the U. S. Department of Agriculture's
Plentiful Food Program
FEATURING MEDIUM AND LOW PRICE BEEF CUTS

FLANK STEAK FILLETS (PINBONES) ROLLED BEEF RUMP POT-ROAST WITH VEGETABLES BEEF STEW

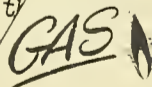
STRAWBRIDGE & CLOTHIER

present

April Houseware Fair

We know that spring always brings good things, and now we have the best news for you and your family. How many times have you sat down to plan your menu and left it just sitting there on the table - unfinished? Pick up that pencil again and write down BEEF! BEEF! BEEF! We are delighted to tell you that April 6 - 19 has been designated as a post-lenten period featuring beef. For months we have been hoarding our best beef recipes and now at the request of Secretary Benson of the United States Department of Agriculture we are pulling them all out of our Easter hat and having a real fun time with them. Yesterday we had an excursion throughout the country with his rabbits! Beef has been packed in a long for the plentiful

"MIRACLE MEALS" left from the
SPACEMASTER ROPER GABEEF!
DINNER MENU
Tomato Juice
Broiled Round Steak
Mexican Corn
French Fried Onions
Fresh Asparagus with Hollandaise
Hot Buttered first Salad
Old Fashioned Beef
Sharp Cheese
Coffee



THE WONDER FLAME THAT COOLS AS WELL AS HEATS

CAMBRIDGE GAS LIGHT CO.
CAMBRIDGE, MASS.

REPRESENTED BY
M. JANE O'SHEA

HOME SERVICE CONSULTANT
UN 4-3100

BROILED ROUND STEAK DELUXE

in cooperation with

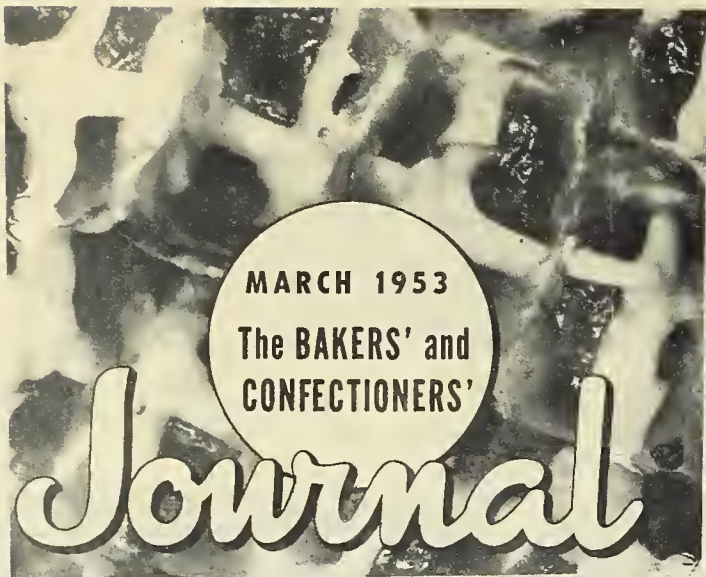
HOME SERVICE DIVISION

PHILADELPHIA GAS WORKS

round steak approx. 1" both sides of steak with using the amount as jar. Allow to stand at for the amount of time sections on jar label.

Score steak around edges to prevent curling. Place on broiler grid and broil on first side for 10 mins. Turn and continue broiling for 5 to 7 mins. This will make a medium done steak; adjust time for a rare or well done steak. Yield: 8 to 10 servings.





Published Monthly by

THE BAKERY & CONFECTIONERY WORKERS' INTERNATIONAL UNION OF AMERICA

Monthly Guide to

Better Food Buys!

IT MAY well be said that the big news in the food markets these days is the drop in beef prices. Most choice cuts have been well over a dollar a pound for so long that it's hard to believe one's eyes. And all indications suggest that March supplies will be even larger and prices below those of last year.

It seems that over the last three years our beef prices have risen steadily to an all-time high and this, together with the weather and poor grazing conditions over the last summer and fall, is making marketing. Seventeen per cent and prices per pound were above on some grades the prices were a year ago. This is good news makes happy reading for us housewives.



FRED V. FERBER
DIRECTOR

April 7, 1953

To: All Institutions

From: The Agricultural Commodity Distribution Bureau

The Livestock Industry Advisory Committee to the Secretary of Agriculture, meeting in Washington, D.C. on March 11 and 12 called on all distribution centers for an intensified promotion campaign on Beef during the next few weeks. The Committee, for its part, pledged all segments of the industry in a united program to acquaint the public with the fact that Beef is both plentiful and low-priced on today's market. This agency is co-operating in this program, and asks you to participate in the campaign to help make it a success.

Beef supplies are very large and prices have dropped sharply. During the month of February, federally-inspected slaughter was 1.17 million head -- about 212,000 head above the 1948-52 monthly average. Prices have dropped \$13 to \$20 per cwt. between September 1951 and early March 1953.

For your part in this campaign we offer this suggestion -- How about serving one additional Beef meal each week for the next several weeks?

Your cooperation is urgently needed.

AFL NEWS-REPORTER, WASHINGTON, D. C., FRIDAY, APRIL 3, 1953

32

Housewives, Please Note:

Falling beef prices will soon stop falling. Secretary of Agriculture Benson is moving in to support cattle prices—the first time the government has taken such action since the depression. Cattle industry spokesmen in Omaha say they are in favor of the government supporting beef prices, as long as it doesn't lead to price controls. In other words, they favor protection for themselves but not for the consumers.

Making Ends Meet

Enjoy Reasonable Beef Prices —They Won't Last Forever

By BERT SEIDMAN

Current reasonable prices for beef are almost too good to be true—but the chances are that they won't last beyond this year. In recent weeks cattle prices have been lower than at any time since 1949. The low cattle prices plus the expected continued high rate of cattle slaughter mean that for the rest of 1953 beef and veal output should remain at high levels and beef prices are not expected to rise appreciably.

Unfortunately, the current trend is down in cattle prices. Higher slaughter rates are expected.

SOUTH TEXAS Chamber of Commerce
INCORPORATED
GENERAL OFFICES, INTERNATIONAL BLDG. • SAN ANTONIO, TEXAS

March 21, 1953

Our office in bringing to the attention of local chambers in our area the campaign to beef, we are duplicating copies of your letter distribution to these managers and it would be effective if we could attach copies of your March 17 bulletin. If available, please supply us with 150 copies to be used for this purpose.

Cordially yours,

H. E. Nix
H. E. Nix

Executive Vice President

PROOF SLIP FROM **The Boston Globe**

APRIL 9, 1953



Serve a hearty,
thrifty New England
Boiled Dinner!



**Fancy Brisket
or Thick End
CORNE
BEEF**

Cut from
Swift's Premi-
um Heavy
Steer Beef and
other famous
brands.

63¢
lb

BUY BEEF—USE BEEF . . .
benefit from the plentiful sup-
ply, and perform a public serv-
ice for your country's economy.

Across the country, in large metropolitan dailies, in smaller community papers and rural weeklies, food editors did a tremendously effective job on calling the favorable consumer beef situation to the public.

An idea of the demand for, and use of, general information on the beef and cattle situation, recipes, menus, grading, etc. can be gleaned from the selected items included in this report. They represent but a small fraction of the attention given to the beef promotion by food editors of daily newspapers. Because of the Special Beef Program many special articles featuring beef were used during Lent, traditionally a time when food writers present recipes and items on typical Lenten meals.

Date:

MAR 19 1953

The Press-Scimitar's Weekly Market Feature—

16

If You Want a Good Buy, It's Still 'Buy Beef'

By CARTWELL BASKETT
Press-Scimitar Staff Writer

We'll get to the good buys in a minute, but Cartwell has to start off this week with a story about beef and the U. S. Department of Agriculture.

To begin, beef is a good buy—has been a good buy for the past month—looks like it is going to keep on being a good buy for a while.

Look at ground beef—39 cents a pound at one chain's Memphis stores this week.

Two months ago, same chain stores were asking anywhere from 59 to 69 cents a pound for ground beef.

Prices on steaks, roasts and other beef cuts are down accordingly.

On these grounds alone, Cartwell has no hesitation about saying bluntly, "Buy beef."

But what happens?

With the price of beef dropped half-way down the price pole, cattlemen all over the country are running their fingers around inside their collars.

"Shall we stay in the cattle-raising business? Shall we ask for federal subsidies to keep the beef prices up?"

Most cattlemen being rugged free-market exponents, who screamed about beef price ceilings during the war, they decided:

"We won't ask the Secretary of Agriculture for subsidies—we'll ask them to put on a campaign to get housewives to buy more beef."

This was reported in newspapers all over the country Monday. Tuesday afternoon late, a man named Tom Atkins walked up to Cartwell's desk and said:

"How's about giving beef a boost this week in your colyum?"
Talk about ACTION!

About 24 hours after the cattlemen asked the USDA to put on the steam for beef, here was Tom, out of the Atlanta USDA office—flew up here—hard at work putting on the steam for beef in Memphis.

Now, entirely aside from the fact that beef is a good buy, it seems to Cartwell that when a government bureau can move THAT fast, well—maybe we ought to start buying some beef.

So when you stop by that chuck roast at 49 cents a pound, remember two things:

1. It was probably pushing 80 cents a pound last December.

2. Tom Atkins and the cattlemen and the USDA and the Secretary of Agriculture have started out so fast they may have beef up where it's hard to buy again before they get stopped!

Now, after you've bought the joint out in steaks and roasts, catch your breath for a quick roundup elsewhere—man does not live by beef alone, y'know:

MEAT—Frying chicken at one chain—regular, 59 cents a pound, special this week at 47 cents a pound. Smoked picnics at one group of independents—regular, 45 cents a pound, this week at 39 a pound.

Some stores have end cut pork chops for barbecuing at 35 cents a pound on special, down 14 cents

under regular. One local chain has outdone itself on hamburger (and it's not New Zealand, either) with a special at 29 cents a pound this week.

Lamb shoulder roast at another chain this week is 39 cents a pound, compared to 59 cents a few weeks ago. They also have frozen fresh codfish filets at 19 cents a pound, down a dime and going back up to 29 next week.

PRODUCE—Big 5-cent deal at one group of independents this week, any of these for a nickel—a grapefruit, an ear of corn, a pound of new potatoes, a bunch of (whoie) spring onions, or a green pepper.

One chain has two eggplants for 29 cents—was charging 23 cents each a couple of weeks ago. Also has cucumbers, two for 15 cents—were 17 cents each last week.

Huge grapefruit, white seedless kind, at another chain are down some to six for 39 this week. They also marked down new potatoes from five pounds for 35 last week to five for 29 this week.

CANNED GOODS, ETC.—Coupons all over the place this week—soap powder, soap, salad oil, shortening, running around a dime each in most cases. One soap powder purchase gets you a 12½-cent can of cleanser for free. Buy another brand of cleanser and get an extra 24-cent box free, but you have to write away for it.

Cheese prices are choice some places this week—one chain has two-pound hunk of processed spread cheese at 69 cents—usually costs 84 cents. Another chain has marked down fresh cheddar from 53 to 49 cents a pound and domestic Swiss down from 69 to 59 cents.

Save a dime on a 12-ounce jar of peanut butter at 29 cents at one chain. One group of independents has 10 pounds of sugar on special for 85 cents, saves you 18 cents. Same stores have 25-cent can of fruit cocktail for 19 cents, while one local chain has larger can of same item reduced from 39 to 31 cents.

These same chain stores have two 18-cent bottles of catsup for a

MEMPHIS PRESS-SCIMITAR

Circ.: e. 132,926

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San Francisco PROGRESS

SUNSET EDITION

Vol. 28 No. 14 5c per copy 125 Valencia St. San Francisco 3, Calif. UNDERHILL 1-6100 Wednesday-Thursday, April 8-9, 1953

BEEF PRICES COME DOWN TO EARTH

Supplies Plentiful Throughout Country as Slaughter Continues

THE BOSTON HERALD, THURSDAY, APRIL 9, 1953

STOP & SHOP SUPER MARKETS

Serve a hearty,
thrifty New England
Boiled Dinner!



Fancy Brisket
or Thick End
**CORNE
BEEF**

Cut from
Swift's Premi-
um Heavy
Steer Beef and
other famous
brands. **63¢** lb

BUY BEEF—USE BEEF...
benefit from the plentiful sup-
ply, and perform a public serv-
ice for your country's economy.



"Oh, you beautiful beast," Mary Beth Seaborn murmurs to this lucky Hereford with whom she tangles. This steer is one of the many now being sent to market. This excellent grade of beef is being offered at new low prices today in our meat markets.

The price of beef is no longer in the "stratosphere." Last summer's drought plus the rapid build-up in numbers during the last three years has resulted in an unusually heavy movement of beef cattle to market this spring.

Prices for beef cattle started declining well over a year ago. The average price for "choice" steers in September, 1951, at Chicago was \$36.33. In March of this year the average price for all weights of "choice" steers was down to \$23.07 per 100 pounds.

Prices have also declined steadily on dressed beef both in Chicago and western markets.

The Livestock Industry Committee, which met in Washington last month, has assured Secretary of Agriculture Ezra Taft Benson that all segments of the industry from producers to retailers are being asked to provide maximum service in bringing this bonanza crop of beef to consumers at reduced cost.

The greatest savings can naturally be effected by taking advantage of the really low price tags on the cheaper cuts of meat, such as pot roast, stew meat and ground beef—ideal choices for the family dinner.

Here's a handy review of economical beef cuts:

Good Buys in Pot Roasts

Beef pot roast is a favorite choice for he-man dinners in many households. The most popular buys in pot roasts are as follows: Blade, round bone and boneless chuck roasts (from the

Beef Prices Come Down to Earth

(Continued from Page 1)

seasonings (onions, celery, leaves, herbs). Slip a flat rack under the meat and add a small amount of liquid (about ½ cup) such as water, tomato juice or bouillon. Cover and simmer over low heat until meat is very tender, two to three hours. If desired, vegetables may be added about an hour before the meat is done.

Economy Beef Steaks

Steak every Sunday and often during the week can be your motto if you choose from these: Round and blade bone chuck steaks, round and flank steaks.

These steaks should not be broiled like their fancier cousins, the porterhouse, T-bone and club; they should be braised. To braise, follow the directions given for preparing pot roast. Use ¾ to 1 cup liquid and add a little more as it cooks away.

Penny-Wise Stew Meat

A hearty stew is one good answer to big appetites. For rib-sticking goodness, prepare your stew this way:

Swedish Pot Roast with Noodles

3½ to 4-pound pot roast
3 tablespoons lard
2 medium onions, sliced
1 clove garlic minced
1 teaspoon salt
½ pint sour cream (1 cup)
1 cup water
4-ounce package noodles

In a Dutch oven or other heavy utensil, melt lard, and in it lightly brown onion and garlic. Push to one side. Rub meat with salt and brown well. Combine sour cream with water and pour over meat. Top meat with onions and garlic, cover and cook over low heat for 2½ hours, or until tender. Remove roast, skim off all but four tablespoons fat. Into fat, stir four tablespoons flour; gradually add two cups bouillon or water and the sour cream mixture spooned from top of roast. Cook, stirring constantly, until thickened. Season to taste with salt, pepper and paprika. Serve sauce on cooked noodles.

Cut the meat into one to two-inch cubes. If desired, the meat may be floured before browning. Brown a few cubes at a time in a little hot fat. Add seasonings and cover meat with liquid. Cover pan and cook over low heat until meat is nearly tender. Add vegetables, such as onions, potatoes and carrots, and continue cooking until these are done. Before serving, the meat and vegetables may be removed and the liquid thickened with a flour-and-water paste.

Into the Grinder and Out

In any review of economical beef buys, ground beef usually tops the list. Here are some thrifty cuts to have ground for use in meat loaves, patties, sauces and casseroles: Flank, chuck, plate, rump and heel of round.

First Step to Economy

To start you on your way towards planning good-tasting and economical beef dishes, here's a tested recipe for pot roast cooked with sour cream. Serve with cooked noodles topped with the

Market Report

Beef Supply For April Is Plentiful

By CLAIRE WALLACE.

For the first time in 45 years, beef appears on the list of "Plentiful Foods for April" compiled by

NEW YORK WORLD-TELEGRAM AND SUN, THURSDAY, APRIL 9, 1953.

Even though variety meats are not among the specials, they should not be overlooked. There's little waste and lots of nourishment in such low-priced items as beef heart and kidneys at 23 cents a pound each and liver at 59 cents.

The Evening Bulletin

WOMEN'S PAGES

12-C MIAMI DAILY NEWS, Thursday, April 2, 1953

35

PHILADELPHIA
Fashions • Food • Beauty • Your Children

24

THURSDAY, APRIL 16, 1953

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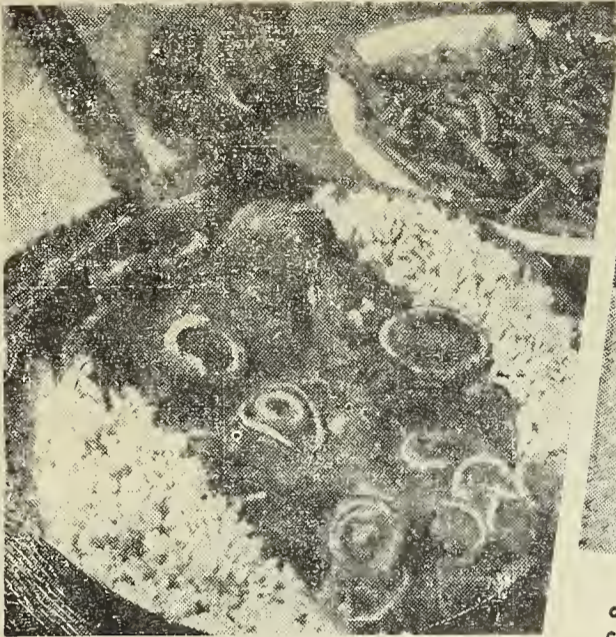
How to Cook Budget-Wise Beef Cuts

By FRANCES BLACKWOOD

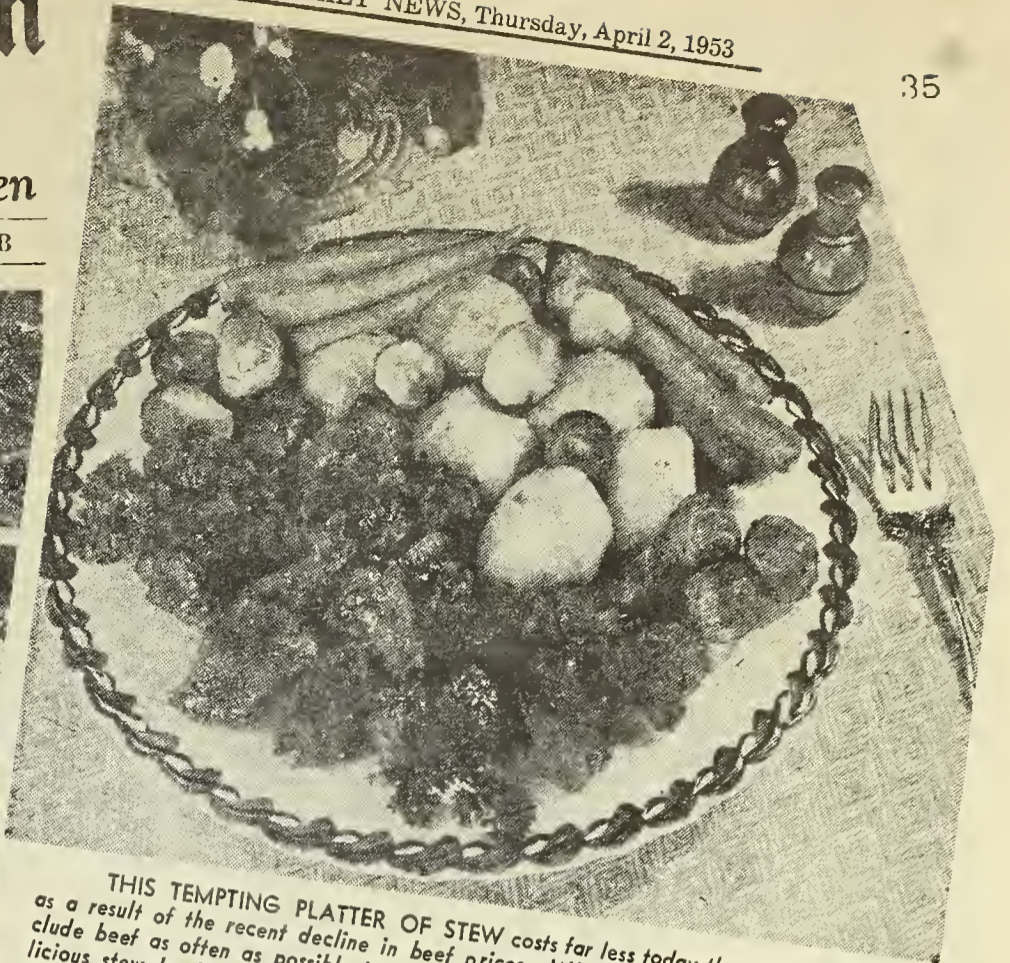
IT HAS BEEN 15 years since beef was as plentiful as it is now and many fine recipes for using it have been gathering dust. It won't hurt to review a few here.

One thing we shouldn't forget is that, although 57 million head of cattle . . . the largest number ever reported in the country's history . . . were on farms and ranches at the beginning of this year, no one has yet succeeded in raising even one that is all rib roast, sirloin and fillet mignon. These popular cuts are the smallest part of a beef animal, and they still will be the highest priced. The flank, brisket, shin, neck, chuck and other so-called "lower grade" cuts are the best buys, both in dollar value and in nutrients. There are many interesting ways to cook them.

Ground beef, for instance, will put plenty of stretch in your meat dollar. There's more to buying ground beef than hanging a finger and a pound.



SWISS STEAK has so many variations it has become national. In Kentucky they cook rice with meat, onions and tomatoes. In green beans, well.



THIS TEMPTING PLATTER OF STEW costs far less today than it did a year ago as a result of the recent decline in beef prices. While prices are down, plan to include beef as often as possible in your menus, and store it away in your freezers. Delicious stew beef combined with vegetables is your best bet for a low cost meal.

How to Cook Beef and Save Money

Continued From Page 24

over the rice, spread the last tablespoon of catsup over it, dot it with small bits of margarine, about a teaspoonful in all. Bake in a moderate (350 F.) oven 40 minutes. A pound of ground beef can even serve eight if amplified with bread crumbs and the right know-how. The finished hamburger may look like plain hamburger. But no hamburger ever had such flavor. Served with a creamed mushroom sauce, these make as happy a company meal as does fillet.

TABASCO BEEF CUTLETS

(Makes 12 to 14)

- 1 lb. of ground beef
- 3 slices (1-in. thick) French bread
- 1/2 teaspoon tabasco
- 1/2 cup water
- 1/2 cup dry red wine
- 2 tablespoons minced onion
- 2 teaspoons salt
- 1/2 teaspoon MSG seasoning
- 1/2 teaspoon grinding of black pepper
- fine dry bread crumbs

Have the beef ground once and with it have a stick of suet ground that is about as long and half again as wide as your home finger. As soon as you get home from market, cut crust away and put the bread in a mixing bowl. Add the water, wine and tabasco. Let soak about ten minutes, then beat hard to make a mush of it. Don't squeeze out any of the water. Add all the rest of the ingredients except the fine bread crumbs. Knead and work them together until it all looks like beef. Wet the hands in cold water and shape the mixture into round cakes about 1/4 inch thick. Make them flat on top and bottom. Dust each side with the bread crumbs and stack them 3 deep with wax paper between. Wrap with wax paper and chill for several hours. When ready to serve, fry each side brown quickly in a skillet greased with olive oil. When all are done, add a little water to the brownness in the pan, heat quickly and pour over the cutlets.

SWISS STEAK WITH RICE
(Serves 6)
1 or 2 inch cut 2 in.

THREE-LAYER MEAT LOAF

the two layers. turns one pound dish to serve six. Mushrooms

Then, adding it a little at a time pound the flour into each side. The edge of a heavy saucer or a steak hammer. Let the meat simmer in the drippings. Dutch oven until tender. Move them. Brown meat on both sides slowly in the same pan. Return onions and add hot water enough to half cover the meat. Cover the pan with a tight lid. Set it in a 325 F. oven and bake 2 hours. Then uncover and let it go. Cover again and let it go. Simmer slowly about 1 more hour. Cook and season either fresh or frozen beans to serve separate the steak and rice.

No Need To Beef, Folks, There's Plenty Of Meat

By MARY CRUM

Miami Daily News Food Editor

Beef is plentiful. That's good news to millions of American homemakers. It means they can afford to include beef on their menus more often now-days. And for the lucky women who own home freezers, now is the time to put in a supply.

Record numbers of cattle coming to market have brought beef prices in recent weeks to the lowest point they have been in many years. The large supply and lower prices caused the U. S. Department of Agriculture to put beef on its April list of plentiful foods for the first time in the 15 year history of this program.

MARKET PRICES of beef cattle have dropped about 30 per cent in the last year. This drop has spurred consumption.

But with the largest number of cattle in history now on our farms, we are not likely to run short of beef in the next year or two, under normal conditions.

It takes from two to three years to raise and fatten a beef animal for market. Cattle that are put in the feedlots and given concentrated ration, are the ones that furnish our high grade cuts of beef. They make up a large percentage of the numbers coming to the market now. Grass fed cattle provide most of the lower grade cuts. There is an ample supply of all grades of beef on the market at this time.

WHETHER IT'S the lower priced or the more expensive cuts that people want, they will be able to find them in retail markets today, and at prices considerably below what they paid a year ago. The greatest drop in prices has come in the lower-cost cuts,

which make them a particularly economical buy. These cuts are just as nutritious as the higher priced roasts and steaks; the principal difference is that they are usually not as tender. That means the methods of cooking must be varied from the methods used for higher priced meats. Here is a recipe for using stew beef which is one of the lower cost cuts.

BEEF STEW

- 1 1/2 pounds boneless beef stew
- 1/4 cup flour
- Salt and pepper
- 3 tablespoons lard or drippings
- Water
- 6 medium potatoes
- 6 small whole carrots
- 1 pound fresh or 1 12-ounce package frozen Brussels sprouts, cooked
- Dredge meat with seasoned flour and brown slowly in lard or drippings. Add only enough water to cover. Cover closely and cook slowly for 1 1/2 hours.

Let's Eat

She's baffled by broiling beef. Maybe others are likewise baffled, so here are some general rules as suggested by the United States Department of Agriculture.

The steak should be from one to two inches thick.

Edges of the meat should be slashed to prevent curling.

Broiler should be preheated for five or 10 minutes and rack should be lightly greased.

The steak should be placed two to three inches below the source of heat, or three inches if the steak is to be well done.

It is best to leave the oven door open while broiling.

The steak is to be turned once while cooking. Stick the fork in the fat, not the lean, when turning. Turn when top side is well browned and season the top before turning.

A one-inch rare steak calls for about 10 minutes broiling; medium about 15 and well done from 20 to 25 minutes.

A one and one-half inch steak rare calls for about 15 minutes; medium about 20 and well done 25 to 30 minutes.

A two-inch thick steak rare calls for about 25 minutes; me-

By Ruth Thompson

dium about 35 and well done 45 to 50 minutes.

Temperature of oven? They say in order to hold in the juices and retain the flavor one should not use a high temperature.

The best broiling temperature is said to be 350 degrees.

♦ ♦ ♦

—THE SAN FRANCISCO NEWS—

—Friday, April 10, 1953

TUESDAY, MARCH 31, 1953

Any Cut, Steak Can Be Appetizing

By IDA BAILEY ALLEN

"WITH STEAK at a reasonable price, almost any family can afford to have it in some form," observed the Chef. "Whether it is porterhouse, sirloin, round or chuck, steak can be made tender and appetizing.

"If it is not a so-called 'choice cut,' brush with a commercial tenderizer before cooking. When done, dot the steak with a little butter or margarine and keep hot in the oven until it melts, or pour over a little melted butter or margarine.

"Now I must give some advice to the ladies, with your permission, Madame. Carve steak tenderly across the grain in half-inch slices, three or four to a portion. Do not cut it in big chunks. Place it on heated plates, spoon over a little pan gravy, add a wedge of tomato or lemon and a big popped Idaho potato. Your family will call you le Grand Chef.

"As to that question whether a steak should be seasoned before cooking—the answer is 'yes.' Dust with one teaspoon salt, one-quarter teaspoon pepper and one-half teaspoon monosodium glutamate to the pound."

TOMORROW'S DINNER

Tomato Soup
Steak of Your Choice
Popped Idahos
Chived String Beans
Strawberry Toast Cake
Coffee Tea Milk

BROILED SIRLOIN STEAK

Slash the fat edge of sirloin steak in several places so the meat will lie flat. Season and place on an oiled preheated broiler 3 in. from the heat; broil 3 min., or until well-browned. Then turn and broil until brown on the second side. Reduce the heat and broil altogether 10-12 min. for rare steak 1-inch thick, and 20 min. for a steak 1½ to 2 inches thick.

Broiled Round Steak: Tenderize the steak as described; broil as just described, season and allow 30 min. for a "medium well-done" steak cut 2 in. thick.

Minute Steak: Use fresh sirloin sliced ¼-in. thick, or any of the thin frozen steaks. It is not necessary to thaw them. Season the meat as described. Heat enough butter or margarine in a heavy skillet barely to cover the bottom. Put in the steak and fast-brown it. Add a few drops of Worcestershire sauce, or dust with onion salt. Then turn to brown the other side. Allow 3 to 5 min. according to thickness. Serve on toasted bread or buns moistened with pan gravy.

STRAWBERRY TOAST CAKE

This may be made at the table. For each person, prepare 2 slices enriched bread toast, spread generously with butter or margarine. Put together and top with sliced sugared fresh strawberries, or with almost-thawed frozen strawberries. Garnish with whipped cream or any whipped topping; serve at once.

TRICK OF THE CHEF

Whenever steak or other meats need turning, use tongs. Sticking with a fork causes juices to escape.

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How to Shop for Beef and Save

U.S. Government Grade Stamping Is Explained

For the first time in 15 years, beef appears on plentiful food lists compiled by the U.S. Department of Agriculture.

Relatively low retail prices lure housewives to buy beef in response to their husbands' demand for steak and roast beef.

But there is beef and beef, steak and steak. Just because a porterhouse steak is tagged at 95 cents a pound does not necessarily mean that, broiled, even the tenderloin portion tastes good. The wife may have to braise it before it is good. The porterhouse that goes for \$1.29 a pound may prove to be a better value in the long run.

The fact that beef is stamped in purple indicating that it has received the approval of the U.S. government does not mean that it will be tender. This stamp merely indicates conformation, finish and quality.

What Stamp Means

Conformation means general body proportions and ratio of meat to bone; finish, the amount, character and distribution of fat; quality, the texture and color of lean, amount and distribution of fat, color and character of bones.

All of which adds up to whether the housewife actually gets what she thinks she is buying.

The government grades beef as prime, choice, good, commercial and utility.

Prime beef, top quality and price, comes from young, well-fed, beef-type cattle. It is lean, bright red, firm-textured and liberally marbled with fat.

Choice beef is used for cuts with less fat than prime. It rates high in eating quality and more of it is found on the meat counter than any other grade.

What 'Good' Means

Good beef has a higher ratio of lean to fat than do prime and choice. It is not as juicy as the higher grades but relatively tender.

Commercial beef is mostly from older animals and lacks the tenderness of the higher grades. The cuts from younger animals have a very thin covering of fat and practically no marbling. They are moderately tender.

Utility beef is usually from older animals. The cuts lack tenderness and juiciness.

Some, if not most, beef cuts do not show the grade ranking, as they are prepared in pieces small as compared to the side or quarter. So it is wise for the house-



A TENDENCY TO BE SUSPICIOUS of low priced beef has been observed among housewives. Although many markets have featured recently frozen beef at bargain prices varying from 33 cents to 49 cents a pound,

many housewives ask "What's the matter with it," and move on along the counter to where the more expensive cuts and grades of beef are displayed.

—Staff Photo by Winfield I. Parks Jr.

wife to learn to recognize the quality of the beef she buys from its general appearance. Reliable meat clerks will tell the purchaser the grade of beef she is buying, if the grade marking does not appear on the piece. If the clerk doesn't say

what the grade is, and if the purchaser does not know herself, she will just have to learn from experience. Insistent questioning of the clerks, however, may produce results.

"The most economical cuts are those which provide the most nutritive value for the money spent," the U.S. Department of Agriculture points out. "Lean cuts are highest in protein, while cuts with considerable fat are highest in food energy, provided the fat is eaten."

"The beef dollar can be stretched even further very often by buying a large cut at a lower price per

pound, and then divided for cooking by different methods. A chuck arm roast can be used in three ways: the rounded, boneless end for beef stew; the center chunk with round bone for pot roast, and the remaining piece sliced lengthwise into two Swiss steaks.

Cook Beef Cuts The Right Way

Whether for a rib roast of beef or a savory beef stew, every Western homemaker knows that cooking time and seasonings both are essential. The succulent rib roast illus-

pressure cooker, following manufacturer's directions as to time and pressure periods for a "soupy stew." Add coffee at end of cooking period, after reducing pressure and removing cover. Blend in and

PAGE 2 F Thursday, April 9, 1953
THE SAN FRANCISCO CHRONICLE

Learn to Identify and Prepare Retail Beef Cuts

Broil or pan-fry U. S. Prime grade; braise Choice, Good, Commercial or Utility grades of round steak.

ROUND STEAK

Round (full cut) Oval shape with small round bone. One large section, three smaller ones. Best steak is next to the loin, called "first cut."

Bottom round Part of the round toward the outside.

Top round Part of the round toward the inside.

Round tip Tip end of round steak. Triangular in shape.

Broil or pan-fry U. S. Prime, Choice, and Good grades; braise Commercial and Utility grades of sirloin steak.

Sirloin (full cut) Large steak. Size and shape of bone vary according to location. Starting at round end, sirloins are identified as wedge-bone, round-bone, double-bone and pin-bone sirloins.

Bottom sirloin Less tender than top sirloin. Boneless.

Broil or pan-fry all grades of top sirloin, tenderloin (fillet mignon), porterhouse, T-bone, club (Delmonico) and rib steaks.

Top sirloin More tender than bottom sirloin. Boneless.

Tenderloin (Fillet Mignon) Tender and boneless.

Porterhouse Largest steak in short loin. Contains largest tenderloin muscle.

T-bone Smaller steak and smaller tenderloin than porterhouse.

Club (Delmonico) Smallest steak in short loin. Little or no tenderloin. Triangular shape.

Rib Contains rib eye and may contain rib bone. Best steaks are from loin end of ribs.

Pan-fry or braise U. S. Prime grade; braise Choice, Good, Commercial, and Utility grades of arm and blade steaks.

Arm Has a round bone and cross sections of 3 to 5 ribs.

Blade Steaks may contain portions of blade and rib bones.

Braise all grades of flank steak.

Flank Thin and oval in shape. Boneless. Muscles run lengthwise. Made more tender by scoring.

Roast U. S. Prime, Choice, Good, and Commercial grades; braise or roast Utility grade of rib roast.

ROASTS

Rib roast High proportion of fat and bone. Standing roasts usually are 10-inch or 7-inch. The latter is called short-cut rib roast. Rolled rib roast is boned, rolled and tied.

Roast or braise U. S. Prime and Choice grades; braise Good, Commercial and Utility grades of rump, blade and arm roasts.

Rump Standing rump roast contains portions of rump and tail bones. Rolled rump roast has bones removed.

Blade (Chuck rib) Contains portions of rib and blade bones.

Arm (Round bone) Has round bone. Usually includes cross section of 3 to 5 ribs.

Braise all grades of English, boneless chuck and bottom round roasts.

English (Boston) A rectangular piece cut across 2 or 3 chuck ribs. cut or corner piece

Boneless chuck Portion of chuck with bones removed.

Bottom round Outside section of the round.

Roast U. S. Prime grade; braise Choice, Good, Commercial, and Utility grades of top round and round or sirloin tip roasts.

Top round Inside section of the round.

Round or sirloin tip Triangular shape. Boneless.

Braise a heel of round roast.

Heel of round Boneless, triangular cut from lower part of round. Mostly lean.

Braise or stew short ribs and plate cuts.

Short ribs Cut from ends of ribs. Layers of lean and fat.

Plate Pieces are cut across plate parallel with ribs. Each piece contains part of rib bone and connecting cartilage. Layers of lean and fat. Boneless plate is rolled and tied.

Brisket, shank and neck cuts These cuts should be stewed.



A LUSCIOUS AND NO
The lean is cooked

s to have your meat ground very fine, at least twice. You may also give up asking for ground round, since ground stew meat will be just as good and is easier on the budget.

Swedish Meat Balls

1 pound ground beef
2 tablespoons finely chopped onion
1 egg
½ cup fine dry bread crumbs
½ cup milk
1 teaspoon salt
½ teaspoon pepper
1 teaspoon brown sugar
½ teaspoon allspice
¼ teaspoon nutmeg
Flour
4 tablespoons fat
1 cup milk. light cream or bouillon

Combine meat, onion, beaten egg, crumbs, seasonings and sugar. Mix together thoroughly. Shape into balls 1½ inches in diameter and roll in flour. Fry in melted fat over medium heat until browned on all sides.

Remove from frying pan. cup milk, light cream or bouillon. Mix 2 tablespoons smooth paste with and add; stir until son with 1 to 2 teaspoon per cover and Serves 4.

The Plentiful Foods for April

Beef
Tomato Juice
Fresh Oranges
Processed Grapefruit
Raisins
Potatoes
Dry Lima Beans
Cabbage
Celery
Carrots
Lettuce
Turkeys
Lamb
Domestic
Dates

Eggs
Broiling
Fryer Chickens
Milk
Cheddar Cheese
Butter
Nonfat Dry Milk
Solid

Fish
Edible Oils
Peanut Butter
Asparagus
Cauliflower
Spinach

Jane Friendly's FOOD SECTION

Thursday, April 9, 1953 PAGE 1 F
THE SAN FRANCISCO CHRONICLE

Beef: A Best Buy

FOR THE FIRST TIME in 15 years, beef has received star billing on the U. S. Department of Agriculture Plentiful Foods List—not only for March, but again for April.

Best of all, beef will continue to be plentiful for many weeks to come.

The greatest benefit to the consumer is in the lower-priced, economy cuts. These cuts are just as nutritious as the higher-priced roasts and steaks. The principal difference is that they usually are not as tender—a situation easily remedied by the proper cooking methods.

But cooking isn't the entire story. With most of the retail markets now offering pre-packaged meat, it is more essential than ever that we know as much as possible about selecting, as well as preparing, the various cuts and qualities of beef. (See chart on page 2 F.)

BEEF CONTAINS nutrients needed by people of all ages. It provides good quality, protein, important for body building and repair. Lean beef is a valuable source of B vitamins, phosphorus and iron. Even the least expensive cuts contain all these food values. Liver is excellent as a blood builder because of its iron and copper.

Proper beef storage in the home is important. Fresh beef should be stored, loosely covered, in the coldest part of the refrigerator, and should be used within a few days.

Variety meats, such as liver, are especially perishable and should be used within two days. Ground beef should be held only one day unless frozen.

—JANE FRIENDLY.

celebration, the nine-day festivity of the "Senor de los Milagros" (man of miracles).

Many special services are held in the churches of this Catholic city at that time, says Senora de Nicholson, and there's a special pastry served in every home. It is called "Turrón de Dona Pepa," and combines little "logs" of rich pastry with a sugar syrup "honey."

Turrón de Dona Pepa

8 cups flour
5 egg yolks
2 cups shortening
1 cup sugar
¼ cup water
Orange peel
1 teaspoon anise seed
Multi-colored confits

The secret of this pastry, says Senora de Nicholson, is in the long and careful kneading of the dough. Before starting this, however, mix the 1 cup sugar with ¼ cup water

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Big Beef Supply Elicits Some Recipe Suggestions

Agriculture Dept. Concentrates On Consumption

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The plentiful supply of beef is the outstanding food news of this season. Markets are full of beef selling at much reduced prices—an abundance which has been gaining increased attention from distributors and consumers and warrants greater emphasis at this time.

In cooperation with livestock producers, slaughterers, meat packers and others in the distributive food trade, the U. S. Department of Agriculture is conducting a special plentiful foods program during the next

several weeks to increase the consumption of beef.

Beef supplies are running heavy throughout the country as live stock slaughter continues large.

STUFFED BEEF FLANK STEAK
Flank steak of beef, 1/2 cup chopped celery and leaves, 1 small onion, chopped, 4 tablespoons fat, 1 1/2 cups soft bread crumbs, salt and pepper to taste.

Select a large flank steak or two small ones, not cut or scored. For the stuffing, cook the celery and the onion in 2 tablespoons of the fat for a few minutes, add the bread crumbs, and season with salt and pepper. Spread the stuffing over the steak. Beginning at one side of the steak, roll it up like a jelly roll, and tie securely in several places

with clean string. Brown in 2 tablespoons of fat in a heavy frying pan or a baking pan, on top of the stove. Turn the meat frequently until browned on all sides. Slip a rack under the meat in the pan, cover closely and cook until tender in a moderate oven (350 degrees) about 1 1/2 hours. Start the carving at the end of the roll and cut across the grain, so that each serving is a round slice with the stuffing in the center.

POT ROAST OF BEEF WITH VEGETABLES

Select a piece of beef weighing 3 to 5 pounds from the chuck, shoulder, rump, or round. Sprinkle the meat with salt, pepper, and flour,

and tie or skewer into compact shape. Brown the meat in a heavy pot; use suet if the meat is very lean. Then slip a low rack under the meat to keep it from sticking to the pot. Add 1/2 cup of water, cover with a close-fitting lid, and cook slowly over a low fire for 2 1/2 to 3 hours or until the meat is tender when pierced with a fork. During the last hour or when the meat is almost tender, add onions, carrots or potatoes. Cook until both meat and vegetables are tender, then remove them to a serving platter and keep hot. Make gravy with the drippings.

RAGOUT OF BEEF

Two pounds lean raw beef, salt and pepper, flour, fat, 1 onion chop-

ped, 1 green pepper, chopped, 1 cup chopped celery and leaves, 2 tablespoons chopped parsley, paprika. Select lean beef from round, chuck, flank, shank, neck or brisket. Cut in inch cubes and sprinkle with salt, pepper, and flour. Brown well in 2 to 3 tablespoons of fat, and while browning add the onion, green pepper, celery, and parsley. Sprinkle with paprika, add water to cover, put on a lid, and cook slowly for 2 1/2 to 3 hours or until the meat is tender. If the stew is not thick enough, mix 1 to 2 tablespoons of flour to a smooth paste with an equal quantity of cold water. To the paste add several spoonfuls of the stew, then stir the mixture into the rest of the stew and cook until smooth and thickened. Season to taste with salt and pepper, adding, if desired, tomato catsup, or chili sauce, or grated horseradish.

THE SAN FRANCISCO NEWS Wednesday, April 8, 1953

Beef Plentiful and More Reasonable in Cost

By Ruth Thompson

"Beef, plentiful beef," they sing from coast to coast. And "beef, plentiful beef" is at last selling at reasonable cost (in terms of today's prices). So it is the girls in Uncle Sam's test kitchens in Washington, D. C., went into the kitchen with beef. Later, from behind the doors came these recipes.

So, onto the food desk, in print in The San Francisco News. And from the carrier-delivered paper, into your kitchen come the recipes for you. Note cheaper beef cuts are called for. And longer cooking.

RAGOUT OF BEEF

1 lb. stewing beef, cut in cubes
Salt, pepper, flour
2 to 3 tbsp. fat
1 small onion, chopped
1/4 cup chopped green pepper
1/4 cup chopped celery
2 tbsp. chopped parsley
Paprika
Hot water

Method: Sprinkle beef with salt, pepper and flour. Brown well in the fat in a heavy pan. While meat is browning, add the chopped vegetables. Sprinkle with paprika, add hot water to cover. Cover pan. Cook slowly 2 1/2 to 3 hours.

If gravy is not thick enough, blend one to two tablespoons flour with a little cold water and stir into the stew. Cook three to five minutes. Season to taste with salt and pepper. If additional seasoning is desired,

add catsup, chili sauce or grated horseradish. Serves four.

SWISS STEAK

For swiss steak select about two pounds of beef from the rump, round or chuck, or a slice of veal, cut fairly thick. Season the meat with salt and pepper, sprinkle with flour. Pounding helps to make the meat tender. Cut the steak into individual portions and brown in suet or other fat in a heavy frying pan or kettle. Then add canned or sliced tomatoes, or water to cover. Partly cover with a lid and simmer for 2 to 2 1/2 hours or until the meat is tender enough to cut with a fork. Serve the gravy over the meat.

With macaroni (as Spanish steak)—Follow the same recipe, using 1 1/2 pounds of meat and a quart of tomatoes as the liquid. Cook one-half pound macaroni in boiling, salted water until tender and drain. Brown one-half cup chopped onion and one large chopped green pepper in fat. Add the macaroni, onion and pepper to the tomato gravy and serve over the meat.

Smothered with onions—If the steak is from the round, rump or chuck, or if it is a flank steak, follow the recipe for swiss steak and add sliced onions during the last half hour of cooking.

If it is a beef porterhouse or sirloin steak, but very lean, brown it on both sides in suet or other fat; then remove from

the pan. Brown sliced onions in the same pan. Put the steak back, cover with the onions,

sprinkle with salt and pepper, put on a lid and cook slowly for about 15 minutes.

PLENTY IN MARKET NOW *SAN DIEGO UNION* Beef Prices at New Low

San Diego Union-Chicago Trib. Dispatch

WASHINGTON, April 1—For the first time in 15 years, the Agriculture Department has put beef on its list of "plentiful foods," a list intended to help farmers dispose of crop surpluses and to let housewives know where the best food buys can be found.

"Record numbers of cattle coming to market have brought beef prices in recent weeks to the lowest point they have been in many years," the department reported.

To prevent cattlemen from suf-

fering undue losses through this drop in prices, the department announced it "is co-operating with the livestock and meat industry in a program to tell housewives of the plentiful supply of beef available and how they can get the most of their meat dollar."

"With the largest number of cattle in history now on our farms, we are not likely to run short of beef in the next year or two, under normal conditions," the department said, adding:

"It takes from two to three years to raise and fatten a beef

animal for market. Cattle that are put in the feedlots and given a concentrated ration are the ones that furnish our higher grade cuts of beef.

"They make up a large percentage of the numbers coming to market now. Grass fed cattle provide most of the lower grade cuts. There is a plenty of all grades of beef on the market now."

The department said the housewife can take her pick now of low priced or the more expensive cuts. Both are available in volume.

NEW YORK POST, THURSDAY, MARCH 26, 1953

Beef Becomes the Moderate-Cost Meat-of-the-Week

The plentiful supply of beef is the good food news of this season. Markets are chock full of beef selling at somewhat reduced prices.

STUFFED BEEF

FLANK STEAK

Flank steak of beef
1/2 cup chopped celery and leaves
1 small onion, chopped
4 tablespoons fat
1 1/2 cups soft bread crumbs
Salt and pepper to taste

Select a large flank steak or two small ones, not cut or scored. For the stuffing, cook the celery and the onion in 2 tablespoons of the fat for a few minutes, add the bread crumbs, and season with salt and pepper. Spread the stuffing over the steak. Beginning at one side of the steak, roll it up like a jelly roll, and tie securely in several places with a clean string.

Brown in 2 tablespoons of fat in a heavy frying pan or a bak-

ing pan, on top of the stove. Turn the meat frequently until browned on all sides. Slip a rack under the meat in the pan, cover closely, and cook until tender in a moderate oven (350° F.)—about 1 1/2 hours. Start the carving at the end of the roll and cut across the grain, so that each serving is a round slice with the stuffing in the center. Serves 4 or more.

POT ROAST OF BEEF WITH VEGETABLES

Select a piece of beef weighing 3 to 5 pounds from the chuck, shoulder, rump or round.

Sprinkle the meat with salt, pepper and flour and tie or skewer into compact shape.

Brown the meat in a heavy pot; use suet if the meat is very lean. Then slip a low rack under the meat to keep it from sticking to the pot.

Add 1/2 cup of water, cover with a close-fitting lid, and cook slowly over a low fire for 2 1/2 to 3 hours or until the meat is tender when pierced with a fork.

During the last hour or when the meat is almost tender, add onions, carrots or potatoes. Cook until both meat and vegetables are tender, then remove them to a serving platter and keep hot. Make gravy with drippings. Serves 6.

RAGOUT OF BEEF

2 pounds of lean raw beef
Salt and pepper
Flour
Fat

1 onion, chopped
1 green pepper, chopped
1 cup chopped celery and leaves
2 tablespoons chopped parsley
Paprika

Select lean beef from round, chuck, flank, shank, neck or brisket. Cut in inch cubes and sprinkle with salt, pepper and flour. Brown well in 2 to 3 tablespoons of fat, and, while browning, add the onion, green pepper, celery and parsley. Sprinkle with paprika, add water to cover, put on a lid, and cook slowly for 2 1/2 to 3 hours or until the meat is tender. If the stew is not thick enough, mix 1 to 2 tablespoons of flour to a smooth paste with an equal quantity of cold water.

To the paste add several spoonfuls of the stew, then stir the mixture into the rest of the stew and cook until smooth and thickened. Season to taste with salt and pepper, adding, if desired, tomato catsup or chili sauce or grated horseradish. Serves 4 to 6.

LOUISVILLE
COURIER-JOURNAL
APRIL 5, 1953

Effort Made Here To Promote Sale Of More Beef

Trying to get more beef into consumers' stomachs and less into storage was the purpose of a visit to Louisville during the past week by Tom B. Atkins, of United States Department of Agriculture's Food Distribution Branch, Atlanta.

Atkins is working on a program announced recently by the Secretary of Agriculture after a meeting with beef producers, food retailers and farm organizations.

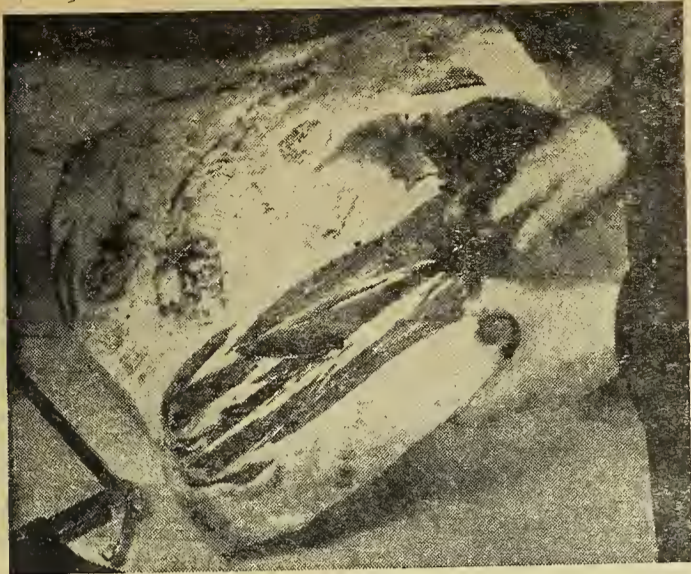
Atkins called on food-store representatives trying to get them to continue to push beef in their advertising and merchandising campaigns.

Secretary Ezra T. Jensen told effect. He said a check of several newsmen last week that the program already is having some large metropolitan areas disclosed 50 per cent more beef is now being consumed than at this time last year.

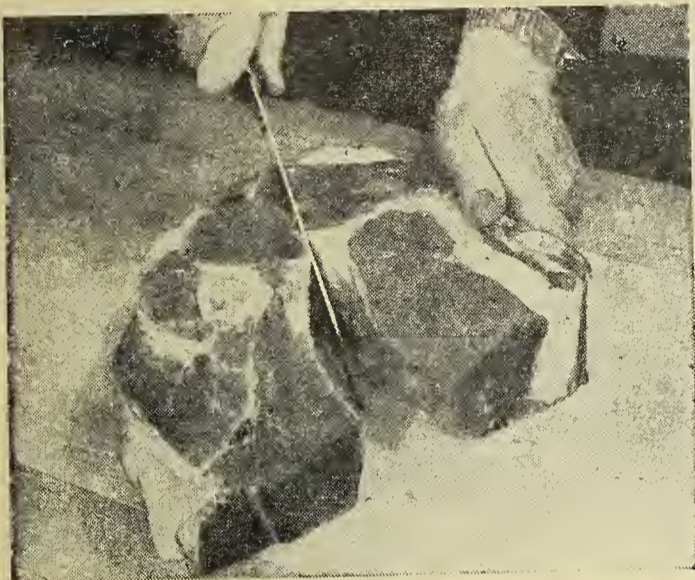
How to Make Low Cost Beef Chuck Even

39

Thrifter



1 The blade pot roast, which may contain 4th or 5th rib, is removed here. Some pot roasts contain bone shaped like figure 7, due to ridge running along outer surface.



2 In order to make two meals from one arm pot roast, Mr. Olsen has cut the roast in two.



3 Here, Mr. Olsen has cut the roast in two.

4 From a 5 pound 10 ounce arm pot roast, Mr. Olsen has cut a 2 pound 9 ounce boneless pot roast, 1 pound 14 ounces of stew meat, 10 ounces of bones, and 9 ounces of fat.



Meat Specialist Bill Olsen demonstrates way to make a thrifty cut of beef even more economical. His first step is the removal of the Boston or English cut from the wholesale beef square cut chuck.

[TRIBUNE Studio Photos by Josef Szalay.]

Expert Demonstrates With Variety of Cuts

BY MADELINE HOLLAND

BEEF IS PLentiful—more plentiful than it has been in many years. Plentiful beef means lower prices for the homemaker and the greatest drop has been in the lower-cost cuts. These are the cuts that need long, slow cooking with a small amount of liquid. They're not as tender as the higher priced roasts and steaks, but they are just as nutritious.

Bill Olsen, meat specialist for the National Live Stock and Meat board, showed us how to make an economical cut of beef even thrifter. Starting with the wholesale cut known as the beef square cut chuck, he dexterously cut off the English or Boston cut [a rectangular piece cut across 2 or 3 chuck ribs.]

Next, the meat expert cut a thick blade pot roast. [A month ago on these pages, Augie Ring, meat expert with the National Live Stock and Meat board, demonstrated how a blade pot roast could be cut in the home kitchen to make two satisfying meals for a family of four.]

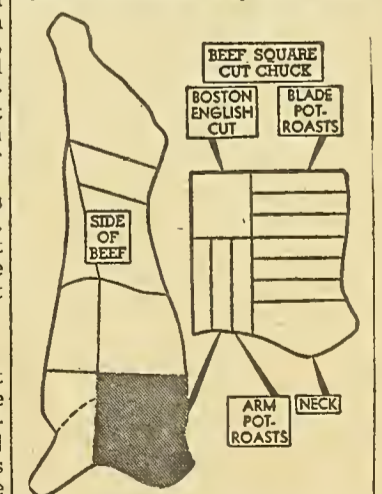
Finally, the arm pot roast was severed from the square cut chuck. This was the cut on which Meat Expert Olsen demonstrated the way to make a thrifty beef pot roast more economical.

Cutting Arm Roast

Starting with an arm pot roast weighing 5 pounds 10 ounces, he split it in two, to make a boneless piece [2 pounds, 9 ounces] for pot roasting, and beef cubes [1 pound, 14 ounces] for stew. He also had 10 ounces of bones [which could be used to prepare stock, in soups] and 9 ounces of fat, which could be rendered and used as cooking fat. [To render the fat, put it in the top of a double boiler, and heat slowly over hot, but not boiling, water until fat is melted. The best results are obtained when it is heated slowly. When fat is thoroughly melted, pour thru double cheesecloth into a jar, cover, and store in refrigerator. Use as cook-

ing fat in gingerbreads, muffins, spice cookies, and other highly spiced baked products.]

Provided with a sharp knife, the homemaker can cut an arm pot roast in the same way Bill Olsen



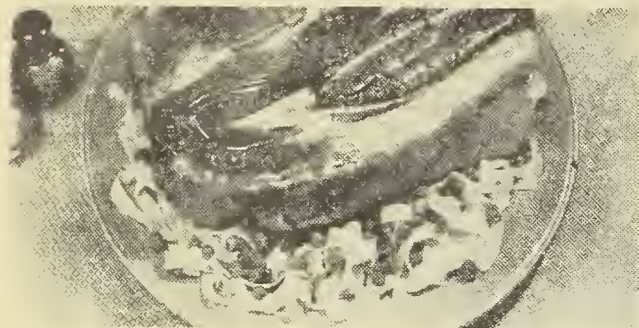
The wholesale square cut chuck is from the shoulder. English or Boston cut, arm pot roast, blade pot roast, and boneless neck cuts are made from this wholesale piece.

did, and provide her family with two different meals, each featuring fresh cooked beef, from one piece of meat. In addition, she would have bones for seasoning another stew or soup, and fat to use in her cooking.

FRIDAY MORNING, APRIL 10, 1953

MENUS FOR THE WEEK

Plentiful Beef Supply Eases Meal Planning



LOW COST BEEF BOON TO BUDGET

Not only has beef dropped from a luxury item price-wise but it is now listed as a "plentiful food" for the first time in 15 years by the Department of Agriculture. This good news means that we no longer need to stretch a little beef with extenders but can treat the family to low cost cuts of flank, plate or blade during the week and juicy standing ribs of beef on Sunday without upsetting the food budget.

The greatest drop in beef prices

has come in the less tender cuts of beef which are just as nutritious as the higher-priced steaks and roasts. They are delicious and full flavored when braised, stewed or pot-roasted as in Wednesday's menu.

For tenderness as well as fine texture, these lower-cost cuts need longer cooking with added moisture and a cover, but the liquid should be kept to a minimum

Continued on Page 20, Col. 1

20 a d e f g

Plentiful Beef Supply Eases Meal Planning

Continued from Page 11

so the nutrients remain in the meat.

SUNDAY DINNER

Standing Ribs of Beef
Brown New Potatoes
Creamed Asparagus
Green Salad
Sundae Smorgasbord

For this dessert, which may be served in the living room, chill a serving platter or dessert bowl, then arrange scoops or slices of assorted ice cream and serve with small bowls of sundae toppings—such as chocolate fudge sauce, or butterscotch, chopped nuts in syrup and preserved pineapple, strawberries and cherries.

WEDNESDAY DINNER

Bavarian Pot Roast
Noodles
Buttered Whole Carrots
Head Lettuce—French Dressing
Fresh Fruit Cup—Cookies

Bavarian Pot Roast
3 to 4 pound blade pot-roast
2 tablespoons flour
2 teaspoons salt
1 teaspoon pepper
2 tablespoons lard or drippings
1 medium-sized onion, quartered
1 bay leaf
1/2 teaspoon caraway seed
2 tablespoons vinegar
1 cup water
1 8-ounce package egg noodles, cooked
1 cup cooked peas
Dredge pot roast with seasoned flour and brown in lard or drippings. Add remaining ingredients, cover, and simmer 3 hours or until tender. Thicken drippings for gravy. Serve on bed of noodles which have been cooked in boiling salted water. Garnish with hot cooked peas. 6 to 8 servings.

TUESDAY DINNER

Cold Sliced Beef
Hashed Brown Potatoes
Savory Kale
Cottage Pudding—Cherry Sauce

Savory Kale
1 1/2 pounds kale
4 slices bacon
Dash pepper
1 medium onion, minced
1/2 teaspoon salt

Wash and trim kale. Dice bacon and fry in a deep saucepan for one minute. Add onion and cook, stirring, until it begins to brown. Add kale and 1/4 cup hot water. Sprinkle with salt and pepper, and toss until wilted. Cover and cook slowly until tender, about 15 minutes. Serve with lemon wedges or sliced hard boiled eggs.

Try Beef Sandwiches Of Open-Face Sort

For 8 beef sandwiches, these of the open-face variety, combine one c. (1/2 pound) ground beef, 1/2 c. milk, 1/2 tsp. minced onion, 1/2 tsp. salt, 1/2 tsp. pepper. Spread 3 tbsp. meat mixture on each of 8 slices of toast. Toast on an ungreased cookie sheet under a preheated (400 degrees F.) broiler for 10 minutes. Serve immediately.

Beef and Gravy Served in Rice

One can of beef gravy and a cup of cubed cooked beef can be turned into a full-sized dinner when you serve it in a rice ring. To prepare the beef, first brown 1 1/2 cups coarsely chopped celery and 1/4 cup minced onion in 2 tablespoons shortening; stir in the can of gravy (1 1/2 cups) and 1 cup of cubed cooked beef. Season mixture with 1 teaspoon prepared mustard and 1 teaspoon Worcestershire sauce, 1/4 teaspoon salt, and dash of pepper.

Simmer this slowly, about 20 minutes, until vegetables are tender. Meanwhile arrange 3 cups of cooked buttered rice in a ring on a platter. Pour meat mixture into center of ring. This is a meal in itself for six. Serve with spiced peaches and hot muffins.

26 THE DENVER POST: Wednesday, April 8, 1953

Plentiful Beef Offers New Menu Possibilities

STAR OF SHOPPING LISTS

Popular Prices Call Attention to Beef

By HELEN MESSENGER.
Denver Post Woman's Director.

Plentiful beef currently is being offered at attractive prices which means that beef hungry families will be able to have their favorite meat often without depleting their food budgets.

Record numbers of cattle are making the trip to market and with the largest number of cattle in history now on farms, there is not likely to be a shortage of beef in the next year or two under normal conditions, according to the U. S. department of agriculture. Now is the time for homemakers to take advantage of the situation and to feature beef frequently while prices are relatively low.

Pot roast and Swiss steak are

Helen Messenger.

BAVARIAN (BLADE) POT ROAST

3- to 4-pound blade pot roast.
2 tablespoons flour.
2 teaspoons salt.
1/4 teaspoon pepper.
2 tablespoons lard or drippings.
1 medium sized onion, quartered.
1 bay leaf.
1/2 teaspoon caraway seed.
2 tablespoons vinegar.
1/4 cup water.
1 8-ounce package egg noodles, boiled.
1 cup cooked peas.

Dredge pot roast with seasoned flour and brown on both sides in lard or drippings. Add remaining ingredients except noodles and peas. Cover and simmer for about three hours or until tender, adding a little more water, if necessary. Thicken drippings for gravy. Serve on a bed of hot noodles. Garnish with hot cooked peas. Serves six to eight.

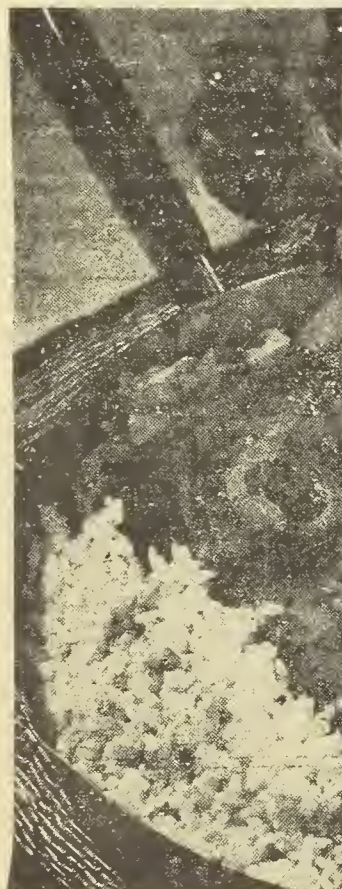
SWISS STEAK WITH RICE.

Tested at Opportunity School.
2 pounds round steak, 2 inches thick.
Salt and pepper to taste.
1/2 cup flour.
1/4 cup drippings or shortening.
6 onions, sliced.
1 cup uncooked rice.
2 cups tomatoes.

Season meat with salt and pepper. Dredge both sides with flour and pound thoroughly until flour is used up. Lightly brown onions in

drippings or shortening in a deep oven (325 degrees Fahrenheit) and skillet or Dutch oven. Remove onions from pan. Add meat and brown thoroughly on both sides. Return onions to pan with meat. Season with salt and pepper to taste and enough hot water to make depth of about one inch. Cover utensil and place in a moderate

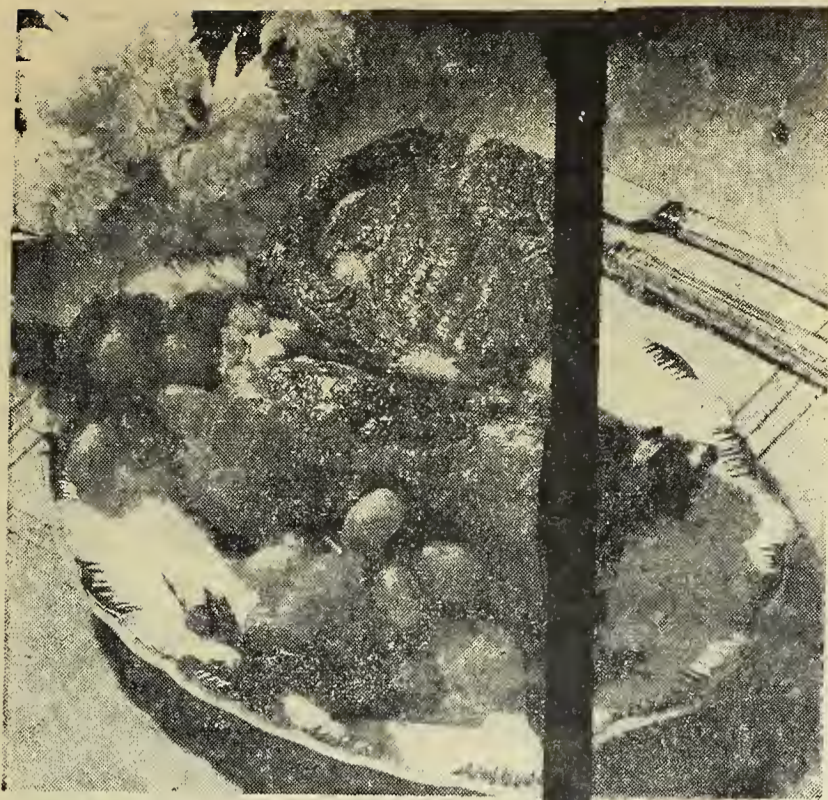
bake for about two hours. Uncover and add uncooked rice and tomatoes. Continue baking until meat and rice are tender, about forty-five minutes to one hour. Serve with green beans. Serves six. Gravy may be made, if desired, after meat and rice are removed.



Ever-popular Swiss steak is served with fluffy rice as the popular main dish that's easy on food budgets. Plentiful beef is now being offered

at attractive prices.

Bavarian pot roast features blade roast braised until fork tender and served with hot cooked peas. A tossed green salad, beverage and light dessert complete



BEEF RIB ROAST is a thing of beauty, but not so if it is introduced to the family, it soon becomes a thing of the past. Beef has been years, is on the plentiful list and the price is going down.



STEAK WITH SPROUTS make a different dish to set before the family. French fried bean sprouts have the texture of onions, but a delicate flavor. A large can of bean sprouts is inexpensive. You'll find these a good addition to any meat course.

On Plentiful List - - -

Beef Becomes Best Buy

By MARILYN DAHL
Citizen Food Editor

A real plea came this week in the mail. The U. S. Department of Agriculture is actually begging the public to eat more beef.

Reason for the strange appeal is the huge surplus of beef moving to the market, the largest in years. It is estimated that before the market opens in the fall, the supply of cattle raised

bought by hotels and restaurants. It contains a wonderful marbling of fat which makes meat tender, but doesn't appeal to the average homemaker because it looks "too fat" in the raw.

Choice is the next grade and is best grade commonly found in the food store. Good is next. You'll rarely find commercial or utility grades for the ordinary home use.

For that elegant beef cut, rib roast of beef, use an oven temperature of 325 degrees F. or lower. Add no water and do not cover roast. Rare or medium well-done roast is juicier and more flavorful than meat cooked well-done. With a meat thermometer, an internal temperature of 140 to 160 degrees F. is perfect.

Without a thermometer, follow time and weight chart in your regular cook book.

GOOD BEEF steaks and roasts turn into delicious eating without much help from the cook. Keeping temperatures low is the chief rule.

But if you'd like some different accompaniments for your beef dinners, here are two ideas. French fried bean sprouts are a good substitute for French fried onions with steaks. They are inexpensive and good eating.

With beef stew, try tomato dumplings. Stew meat will probably be the cheapest buy of the week.

FRIED BEAN SPROUTS

One-half cup flour, ½ teaspoon pepper, 1 No. 2 can bean

sprouts, drained, and ½ cup milk.

Mix flour, salt and pepper together. Dip bean sprouts in milk and then dredge in seasoned flour, a few at a time. Fry in deep, hot fat (380 degrees F.) for 2 to 4 minutes, until light brown. Drain on absorbent paper. Makes 6 servings.

BEEF STEW

One and one-half pounds beef for stew, 3 tablespoons fat, 1½ teaspoons salt, pepper, 3 cups water, 6 medium carrots, 6 medium white onions, 6 potatoes, 2 tablespoons chopped parsley and paprika.

Have meat cut in 2-inch pieces. Brown slowly in fat. Season. Add water, cover and simmer gently until meat is tender, about 2½ hours. About 45 minutes before serving, drop Tomato Dumplings on top of meat and vegetables. Cover and cook 12 minutes without removing cover. Put stew on hot platter, arranging vegetables and dumplings around meat. Thicken gravy. Serve separately. Serves 4 to 6.

TOMATO DUMPLINGS

One and one-half cups flour, 1 teaspoon salt, 1 tablespoon baking powder, 1 egg, beaten, 1 teaspoon fat, melted; and ½ cup tomato juice.

Sift together flour, salt and baking powder. Combine egg, melted fat, and tomato juice. Combine mixture with dry ingredients, stirring only until flour disappears. Drop into stew. Sprinkle with paprika on serving platter.

BOSTON DAILY RECORD, MONDAY, APRIL 6, 1953

Beef Plentiful and Attractively Priced

By MARTHA LEE

No need to "beef" about beef nowadays. It's plentiful and attractively priced, which means New England homemakers can afford to include beef on their menus more often. Record numbers of cattle coming to market have brought beef prices in recent weeks to the lowest point they've been in many years.

All cuts are available, from the lower-priced to the more expensive ones. The greatest drop in prices has come in the lower-cost cuts, which makes them a particularly thrifty selection. And, they are just as nutritious as the higher-priced roasts and steaks.

Today and tomorrow, we'll list stand-by recipes for real grand eating predicated on beef, protein's yard stick. Nothing like beef, now, is there?

POT ROAST OF BEEF

Select 4 to 5 lbs. of beef . . . chuck, rump, or round. Rub meat with salt, pepper and flour, and brown on all sides in a little hot fat in deep heavy pan with cover. Slip a low rack under meat to keep it from sticking to pan. Add ½ cup water; cover pan closely. Cook slowly over low heat until done, about 3 hours. Add more water as needed. During last half hour, cook vegetables with meat . . . quartered potatoes, onions, and whole carrots. Make

gravy with liquid.

MENU SUGGESTION: Serve with the vegetables, lettuce wedges, and peach of other fruit shortcake.

BRAISED STEAK WITH ONIONS

¾ to 1 lb. beef, rump or round, cut 1-inch thick; salt, pepper and flour; fat; water; 1 or 2 large onions, sliced.

Season meat with salt and pepper, and sprinkle with flour. Pound on both sides with the back edge of a large knife or the edge of a heavy saucer to help make meat tender. Cut meat into serving pieces and brown in a little fat in a fry pan. Add water to ½-inch depth, cover pan, and cook slowly about 2 hours or until meat is very tender, adding onions during last half hour. **TO SERVE:** Place steak on a hot platter and cover with the onions. Make gravy with drippings. 4 servings.

MENU SUGGESTION: Serve with baked potatoes, green salad and stewed prunes or other fruit and cookies.

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THE ATLANTA CONSTITUTION, Friday, March 27, 1953 •

Plan Meals Around Plentiful Beef Supply

Beef is the news in food this week. The abundant supplies and lower prices have earned for it the top spot on the plentiful foods list for April. Beef, therefore, is termed one of the best meat buys of the week and can take the role of the main dish in your menus.

Best Buys

(The following information is compiled by the U. S. Department of Agriculture's Production and Marketing Administration Southwest area food distribution branch. "Best Buys" are based on comparative abundance and the food value received for each dollar expended in the Dallas market area.)

Beef is in the spotlight as a plentiful food—the first time in the history of the plentiful foods program. Cattle are coming to market in record amounts. Supplies of fresh beef at retail are mounting.

If you've bought beef lately, probably the best news you had was that price tags weren't as large as they've been. In fact, beef prices are the lowest since the war because supplies are plentiful.

They're so plentiful that the meat industry has asked the USDA to help in a nationwide campaign to get all of us to eat more beef.

There are several reasons why beef is among our plentiful foods. First, farmers and ranchers have been producing more cattle. However, in recent months they've had to sell many more than normal because of the prolonged and extreme drought. Naturally, this has caused supplies to build up in retail food counters.

Now we are asked to take advantage of this plentiful food and get it back on the table more often.

Many homemakers may have difficulty in dispelling the idea that beef is a luxury item because it's been a long time since beef has been as cheap as it is now.

It's good news to know that beef doesn't have to be of the most expensive cuts to make a delicious dish. The cheaper cuts, when prepared right, are just as full of food value and every bit as tasty as the higher priced steaks and roasts.

These purchases can help you stretch your food dollar. And by economical practices, you can make that dollar go even further. For instance, if you have enough space for it, you may find it economical to buy a large cut at a lower price per pound and divide it for cooking in different ways.

A chuck arm roast is a good example. For one meal, the rounded boneless end is excellent for a stew. Use the center chunk with round bone for a pot roast. The remaining piece sliced lengthwise makes two Swiss steaks.

An 8 or 9-pound roast should be sufficient. And you'll find it won't cost much, if any, more than a smaller, more expensive roast did several months ago.

Here's a recipe for brown beef stew which uses the rounded boneless end of the roast. It's been tested by USDA's Bureau of Human Nutrition and Home Economics.

You will need 1 pound of stewing beef, salt and pepper; drippings; 1½ cups water, 3 diced potatoes, 2 sliced onions, 3 diced carrots and 1 cup green beans.

Cut meat into inch cubes. Sprinkle with salt and pepper, roll in flour and brown in drippings. Add water, cover and simmer until almost tender—2 to 3 hours.

Add vegetables, season with salt and pepper and continue to

simmer, covered until vegetables are done. Stir occasionally.

For the pot roast, you should have from 3 to 5 pounds of beef. After seasoning it with salt and pepper, lay pieces of suet, salt pork or bacon over the top. Place meat on a roasting rack in a roasting pan, cover closely to hold in steam and cook until tender in a moderately hot oven—about 375 degrees F. This will probably take from 1½ to 2½ hours, depending on the size and tenderness of the cut.

About 35 minutes before the meat is done, put pared raw potatoes of medium size in the drippings and sprinkle with salt. Cover and cook until meat and potatoes are tender, then remove the lid to allow them to brown before serving. Make gravy with the drippings. For variety, you may want to substitute onions for the potatoes, or use a few of each.

Now you are ready for your Swiss steak. First season with salt and pepper, then sprinkle with flour. Pounding helps to make the meat tender. Cut the steak into individual portions, if you desire, and brown in suet or other fat in a heavy frying pan or kettle. Add canned or sliced tomatoes or water to cover. Partly cover with a lid and simmer for 2 to 2½ hours, or until the meat is tender enough to cut with fork.

You'll get additional servings if you have fluffy riced potatoes, rice or noodles with the steaks. Better still serve a macaroni mixture and call the dish Spanish steak. Cook ½ pound macaroni in boiling salted water until tender, then drain. Brown ½ cup chopped onion and 1 large chopped green pepper in the fat. Add the onion, macaroni and pepper to the tomato gravy and serve over the meat. Since macaroni absorbs liquid freely, use a quart of tomatoes as the liquid when cooking the steak.

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Pot Roast of Beef Is Ideal Dinner Fare

Now is the time to treat the family often to their favorite beef dishes. Beef is in excellent supply this spring and this is an excellent time, then, to really stretch the food dollar and capitalize on the less tender cuts of meat.

Among these cuts are the chuck, heel of round, rump and stewing beef. Braising or slow moist cooking can transform these meats into fork-tender, juicy and delicious dishes for hearty good eating.

Flavorful pot roast is always a favorite where hearty appetites are concerned, and offers one of the most popular ways of serving these cuts of beef.

Round bone or arm chuck, the rump, or boneless sirloin tip

make especially good pot roast. When buying, be sure that the meat is at least two inches thick. A good outside covering of fat and streaks of fat in the lean meat makes a more juicy roast. If a pot roast is very lean, add a piece of suet when it is cooking. Store your pot roast in the refrigerator, wrapped loosely. It should be used within 5 to 6 days to be at its best.

The trick of good pot roasts is long, slow, moist cooking over very low heat, or in a moderate oven of 350 degrees F. Be careful in adding liquid to the pot roast. Add just enough to braise the meat, but not to stew it. For flavorful variations, try different sauces with your roast. Mushroom soup, or a lemon barbecue

sauce with a hint of garlic are nice changes from the traditional favorite, tomato sauce with onions.

Individual Pot Roasts

(Yield: 6 servings)

Two pounds beef chuck, salt and pepper, flour, 2 tablespoons fat, 1 small onion, sliced; ¼ cup water, 2 tablespoons flour, 1 cup tomato juice, ¼ teaspoon celery salt, ½ teaspoon Worcestershire sauce.

Cut meat into 6 chunky pieces. Season. Dip in flour. Brown in hot fat in a heavy skillet or deep kettle. Add onion and water. Cover and simmer about 3 hours, or until meat is tender. Add more liquid, if necessary to avoid cooking dry. To make

of veal were federally inspected, bringing beef and veal production to about 180,000,000 pounds for 1 week.

On the other hand, cold storage holdings at 254,000,000 pounds are about unchanged from a year ago.

There is another change taking place in the beef picture—price. At mid-March last year, the average on-the-hoof price for grown cattle was \$30.56 per hundredweight. This mid-March, the average had dropped to \$19.84.

Larger supplies plus lower prices give homemakers an opportunity to keep red meat on the table more often . . . in the form of steaks, roasts and stews.

Also with imagination and a spirit of adventure, they can bring ground meat to the table in tasty, economical dishes. Among the best cuts for grinding are lower round, fore part of the chuck and lean sections of brisket.

When broiled or fried, a pound of ground meat "as is" makes enough hamburger steak or meat patties for four servings. But it goes much further and into better textured dishes when combined with other ingredients.

For instance, it goes into a meat loaf or meat balls combined with rice, bread, cracker crumbs or oatmeal. It is a delicious casserole dish combined with rice, noodles, spaghetti or macaroni, and white sauce, tomato sauce or cheese sauce. It is equally as inviting when served in Spanish rice, chili con carne, spaghetti dishes or soups.

Scotch Meat Patties.

Here's a recipe from USDA's Bureau of Human Nutrition and Home Economics which features ground beef. It is called Scotch meat patties.

This recipe calls for ¾ pound ground beef, ½ cup milk, ¾ cup quick-cooking oats, salt and pepper, 2 tablespoons fat, 1 cup water, ¼ cup chopped celery, ¼ cup chopped green pepper, ¼ cup chopped onion, ¼ teaspoon Worcestershire sauce, if desired, and 1 tablespoon flour.

Combine meat, milk, oats, 1 teaspoon salt, pepper. Make very thin patties; brown on both sides in fat in frying pan. Add water

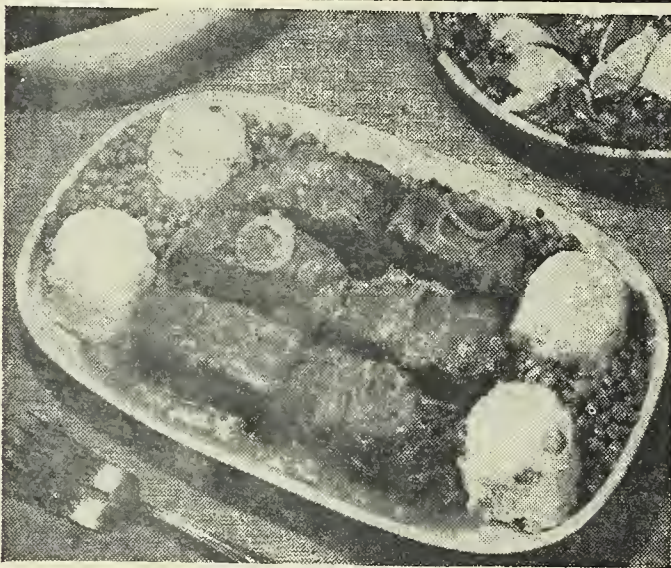
with and low

cold

gravy, remove meat to hot plate and pour off drippings. Skim off fat. Measure 2 tablespoons drippings and return to kettle. Slowly stir in 2 tablespoons flour and cook about 3 minutes. Slowly add tomato juice, stirring constantly. Add celery salt and Worcestershire sauce. Simmer a few minutes to cook thoroughly. Serve with rice molds and green vegetable.

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★ MARCH 26, 1953 THE DAILY TIMES HERALD, DALLAS



INDIVIDUAL POT ROASTS, savory and delicious in their own rich tomato gravy, are certain to win the hearty approval of the family. Long, gentle cooking transforms beef chuck, a less tender piece of beef, into a juicy treat that the cook will wish to serve often.

A BIG BEEF DINNER



Pot roast has long been a favorite at our house, and for a couple of very good reasons. One, it practically prepares itself, and two, it pleases the man of the house because it is a "meat and potatoes" meal.

The current lower beef prices widen the range of economical pot roast cuts. Take your choice of chuck, rump, boneless sirloin tip, or (our favorite, again) round steak.

Round steak, as you probably know, is sometimes displayed on meat counters in one large-surfaced cut. You buy either the entire steak, or have it cut into top bottom round, as you desire.

You can get two good meals from a 3- to 5-pound round steak, illustrated on this page. Choose a steak that is red, juicy and marbled with fat. Have the butcher cut it as shown. Use the top for your pot roast, and the smaller pieces cubed for Beef Bourguignon.

Heat cooking is the best for pot roast. Season the round steak with a small thinly sliced bay leaves, and brown in the kettle.

Heat or in a Dutch oven for two hours, and add 1 cup water, 1/2 cup green



Melt butter or margarine in a deep frying pan or chicken fryer; add round steak and brown on all sides.

Add garlic and onions; cook until onions are tender, but not brown. Remove meat and onions from the pan. Blend flour with butter or margarine remaining in the kettle.

Add wine, water, seasonings and coffee. Stir until slightly thickened. Return meat and onions to the kettle. Cover, bring to a boil and simmer 1 1/2 hours, or until meat is tender. Serve with parsleyed, buttered broad noodles. Serves 6.

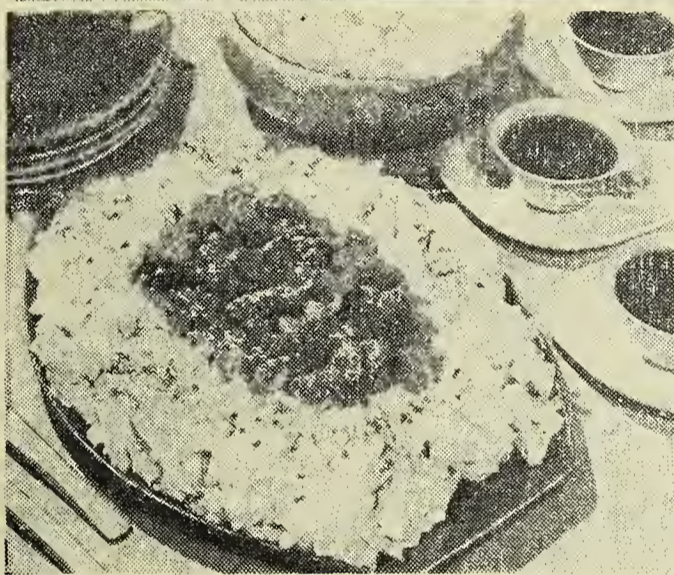
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Let's talk about another family favorite, "Swiss" steak. Swiss steak is round steak that has been seasoned, floured, and cooked slowly in a tasty sauce. The sauce varies with the cook, but we like it with plenty of flavor.

Cut 1 1/2 to 2 pounds round steak into individual servings. Combine 2 tablespoons flour, 1 teaspoon salt and 1/4 teaspoon pepper. Pound into meat, using a meat pounder or edge of a heavy saucer.

Heat 2 tablespoons fat in a heavy skillet or Dutch oven and brown meat thoroughly on all sides. Top steak with 2 to 3 thinly sliced onions.

Combine 1 teaspoon dry mustard, 1/2 teaspoon chili powder, 2 teaspoons Worcestershire sauce, and 1 bay leaf with 2 cups canned

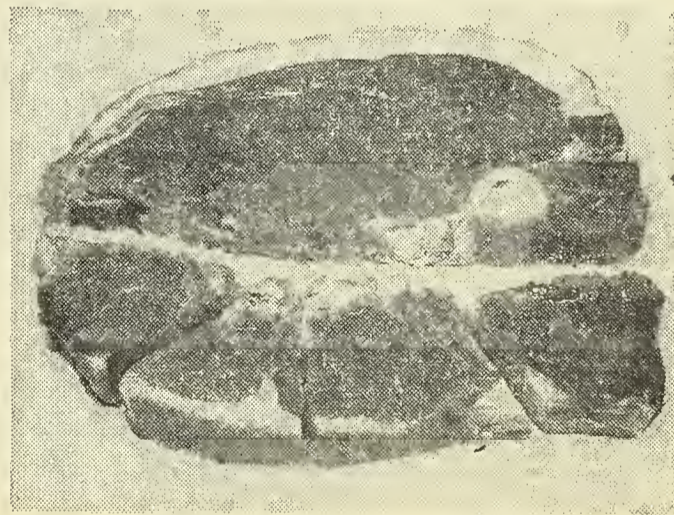


PIPING HOT BEEF BOURGUIGNON
Round steak in a rich brown mocha sauce

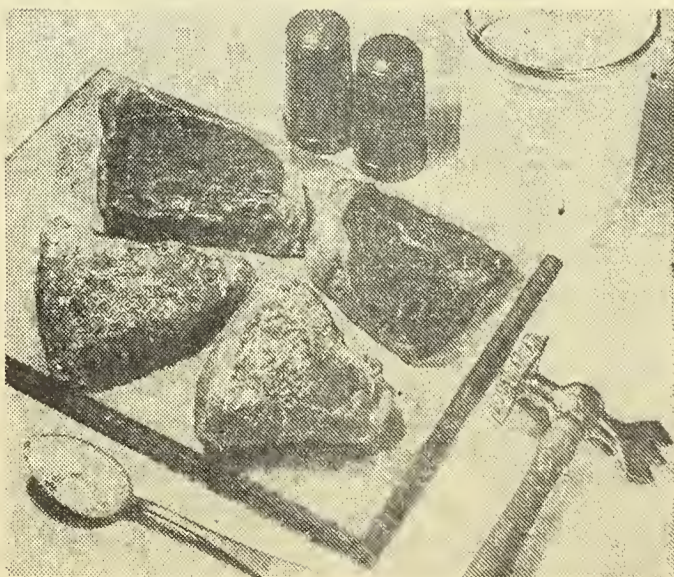
PLENTIFUL FOODS FOR MARCH

Beef	Frozen Fish
Turkeys	Butter
Broilers	Cheddar Cheese
Fryers	Notfat Dry
Eggs	Milk Solids
Dry Beans	Cottage Cheese
Cabbage	Buttermilk
Lettuce	Margarine
Celery	Lard
Carrots	Vegetable
Raisins	Shortening
Domestic	Salad Oils
Dried Figs	Walnuts
Navel Oranges	Filberts
Fresh and	Almonds
Processed	Peanuts
Grapefruit	Peanut Butter
Honey	

Thursday, March 12, 1953 PAGE 6F
THE SAN FRANCISCO CHRONICLE



SELECT A 2-INCH POT ROAST
Cut it this way to make two meals



INDIVIDUAL SWISS STEAK SERVINGS
Pound to force seasoned flour into meat

Beef to Be Abundant, Cheap

Meat has caused more consternation to the homemaker than any other food product. One month it's higher than high, then it drops in price so most of us can include it more frequently in the grocery budget.

Well, March is going to be a good beef month, and here's why. Cattle slaughtered under Federal inspection during January totaled 17 per cent more than a year ago. Beef cattle prices were generally about one-fourth lower than in January, 1952, and prices for some grades were down more than one-third. One of the main reasons for the increased supplies of beef is the substantial increase during the past three years in the beef cattle herds, which are now at an all time high.

Production Problems

The price of beef per hundred-weight doesn't mean too much to the housewife. What she wants to know is "why does meat cost as much as it does?"

Other industries have been able, through one mechanical method or another, to speed up the natural ripening cycles of fruits, vegetables and meat. But it still takes up to three months to reach high-

cent months is the fact that dry weather and poor grazing conditions prevailed over large areas of the country last summer and fall. When fall weather and grazing conditions are favorable, grass-fed cattle are kept on the range longer.

Your Money's Worth

With beef lower in price you may be buying more beef, or different cuts of beef, than you do ordinarily. Before you buy, know what to expect from each of the five grades of meat.

Beef of the higher grades has a high proportion of meat to bone. The meat is firm, fine-textured and bright red in color. It is well marbled with fat and the bones are red and porous.

You'll note a new U. S. Department of Agriculture stamp on beef. The new stamp, protected by registration with the U. S. Patent Office, replaces the present ribbon-like stamp that includes the grade name only. The new marking is a shield enclosing the letters "USDA" and the grade name. Any unauthorized use of the new stamp is prohibited under law, a protection not previously provided.

The U. S. Department of Agriculture grade gives an indication

of probable tenderness and cooking quality.

Prime: produced from young, well-fed, beef-type cattle. Liberal quantities of fat marbling the lean contributes to a high degree of tenderness, juiciness and flavor. Prime cuts are excellent for roasting and broiling.

Choice: this grade makes up the largest percentage of Federally-graded beef. High quality, less fat than meat of the Prime grade. Roasts and steaks from loin and rib are tender, juicy and flavorful. Best roasted or broiled. Other cuts more suitable for braising or pot roasting.

Good: higher ratio of lean to fat than the Prime and Choice grades. Not as juicy, but relatively tender.

Commercial: mostly from older animals. Cuts lack tenderness of higher grades. Cuts from younger animals of this grade have very thin covering of fat and practically no marbling. Moderately tender.

Utility: primarily from older animals. Cuts lack tenderness and juiciness.

The quantities of New Zealand meat on the market are from the Commercial and Utility grades.

Drop In Beef Costs Makes Economy Dishes Available Now

Homemaking

—THE FRESNO BEE

Sunday, April 12, 1953

DU QUOIN (ILL.) EVENING CALL

By Katherine Kitchen

For the first time in about 15 years beef is on the government lists of food plentiful. This is the best news in foods to reach the homemaker in a long time. Not only is this a food news item, but the truth of this is readily apparent when buying in the local markets. Beef prices have been substantially lower during the last few weeks.

While there has been this general drop in beef prices, it is more evident in the lower cost cuts than in the more choice ones. These lower cost cuts are very good buys. They lack none of the fine food qualities found in all beef. They are high in protein content, the B vitamins and minerals. They do require a certain type of cooking and this is one of the first things to be considered in getting the most out of the meat dollar. Storage of meat in the home is another thing to be considered. Knowing the government grade markings and what they mean is further insurance of good meat.

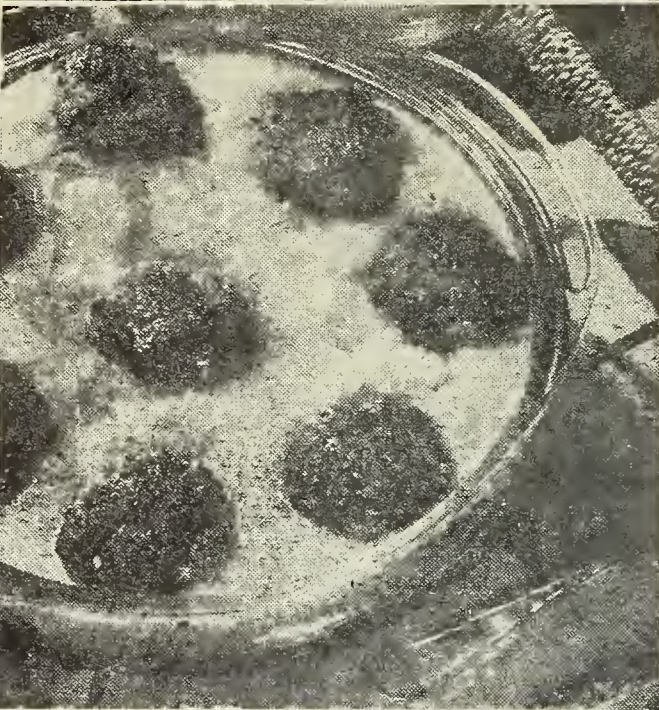
Braise, Stew
The best method of cooking these less tender cuts is by braising or stewing. This several different means simply in liquid deter-

The importance of proper meat storage in the home is not to be overlooked. Fresh beef cuts should be kept only loosely covered and in the coldest part of the refrigerator. They should be used within a few days. Variety meats such as liver, kidneys, heart and the like are more perishable and should be cooked within two days. Ground beef, one of the most popular of all beef purchases, should be kept for only one day unless it is completely frozen.

The government grade stamps on meat should be familiar to every homemaker. These are Prime, Choice, Good, Commercial and Utility, with prime cuts reserved in most cases for higher priced restaurants. The utility grade is that preferred by commercial companies, with the three center grades those commonly used for the home. Knowing these grades and what they mean is further insurance of good meat.

WITHIN PRICE RANGE — Few cooks ever feel they have enough beef recipes when beef is plentiful and within price range. Today's

column carries some which will rank high in any culinary collection and save menu planning time.



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Saturday, March 7, 1953.

Beef on List of 'Plentiful Foods' For First Time

By OLGA CURTIS
International News Service
Staff Correspondent

New York, March 7 — (INS) — For the first time since the Department of Agriculture started putting out a "plentiful foods" list each month, beef is being listed as a good buy for March.

Steaks and hamburgers alike are more abundant than usual on the markets this month—and that means they're cheaper, too.

To take advantage of lower beef prices, you should know how to judge grade. The USDA meat grading stamps no longer are compulsory since price controls went off. But here are the marks used, and the qualities on which the government judges beef:

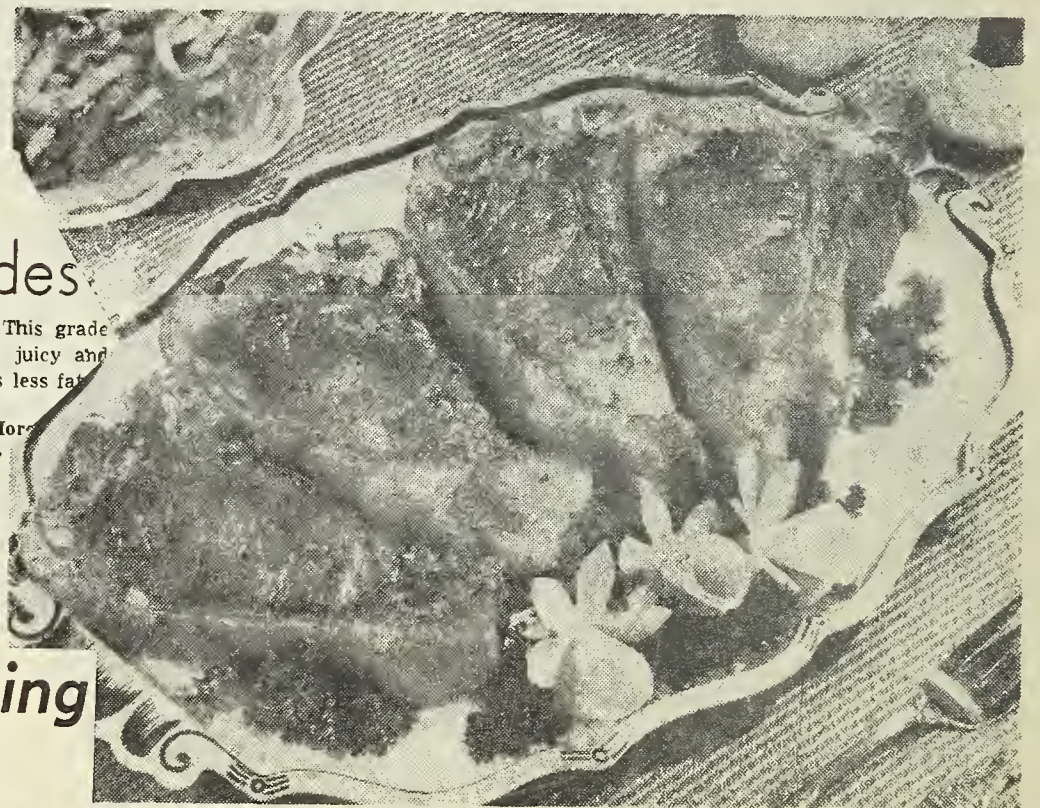
USDA Prime — The highest

B-10

THE FLORIDA JOURNAL—Thursday, March 12, 1953



PAGE 20—PITTSBURGH POST-GAZETTE: APRIL 17, 1953



GOOD MEAT BUY FOR MARCH

Here's How To Judge Beef Grades

By OLGA CURTIS
INS News Service Correspondent

For the first time since the Department of Agriculture started putting out a "plentiful foods" list each month, beef is being listed as a good buy for March.

STEAKS and hamburger alike are more abundant than usual on the markets this month—and that means they're cheaper, too.

controls went off. But here are the marks used, and the qualities on which the government judges beef:

Beef Is Back (In Price) — prime — the highest beef, with bright red color and liberally marbled with fat.

USDA CHOICE — This grade of beef looks as tender, juicy and red as prime, but has less fat.

USDA good — More than fat in this beef. Looks tender but has less fat than prime or choice.

USDA prime — Comes from the best of the breed and is the highest quality.

Check These Buying, Roasting Tips for Lower-Priced Beef

It's a happy day when we can say that beef is plentiful and reasonable and one of the homemaker's very good buys on the market. And today is just such a day!

Beef supplies are at an all-time high right now, and prices are down about 1/4 from a year ago, and for some grades they are down a third.

With so much beef on the market, it's important that the consumers of the country cooperate in using it up. To bring the situation closer to home, it was reported in 1951 that the cash receipts from the sale of cattle and calves in our own state of Utah amounted to \$47,931,000 and represented 25 percent of the total cash receipts from farm marketing that year.

It is important for us to use up the supplies of beef in the state and thus keep the prices stable.

While in years past beef was thought in terms of a luxury and beef short was a disaster, now it is a staple and beef short is a minor inconvenience.

A beef roast may be seasoned with salt and pepper before or after roasting or each guest may season his own serving to suit his taste. The flavor of a fine beef roast is usually preferred without the addition of special seasoning.

Roast in a slow oven (325 degrees F.) until roast meat thermometer indicates the degree of doneness you desire. F. rare, 17 to 20 minutes; F. medium, or 17 to 20 minutes; F. well done, 20 to 25 minutes.

When the roast is done, remove to a platter, cover with foil, and keep warm. Make gravy of drippings.

Roasting Schedule for Ribs

Beef roasted from 3 to 4 hours in slow oven.

rare, 3 1/2 hours for medium, 4 1/2 hours for well-done.
Rolled ribs, top quality, 4 lbs. for rare, 2 1/2 hours for medium, 3 1/2 hours for well-done.
Rolled ribs, top quality, 6 lbs. for rare, 3 1/2 hours for medium, 4 1/2 hours for well-done.

BAR STEAK—Long priced out of the many food budgets, steak in the current plenty is now selling for less than it was a year ago. A real bargain, the wise food buyer will purchase a quantity,

cut-to-order, to freeze, carefully wrapped, and use as broiled steak for graduation parties, small wedding dinners, outdoor feasts and other special occasions which come with summer. The practice guarantees good eating.

News of Food

It's Budget-wise to Freeze Beef

By VERONICA VOLPE
Post-Gazette Food Editor

For home freezer owners, the bargains in beef now prevailing can be extended over a long period of time. Quantity purchases of this low priced and abundant supply may be frozen and stored for future use.

Manifold benefits come from this practice. The home freezer is utilized to its best advantage, meat at low cost is obtained to hold for periods when its prices might increase

you might expect from buying the large, wholesale cut.

Select the Meat

Select the meats you want to freeze. Have them prepared for freezing. Wrap the meat in mealtime portions, planning on company as well as family meals. Label each package with weight, or number of pieces, as well as date of freezing.

Under ideal freezer condi-

may be prepared and stored in the same manner.

MEAT LOAF (Meal-in-a-Dish)

One and one-fourth pounds ground beef, 1/4 pound ground pork, 1/4 cup minced onion, 1 cup uncooked oatmeal, 2 1/2 teaspoons salt, 1/4 teaspoon pepper, 1 teaspoon dry mustard, 1/2 teaspoon accent, 1/4 cup catsup, 1 egg, well beaten, 1 cup water or milk, 2 cups blanched, mixed frozen vegetables or 1 12-ounce can frozen mixed

DESERT NEWS AND TELEGRAM, Salt Lake City, Thursday, April 16, 1953

Agriculture Department Has Good News for Women

By Jean Tallman.

The agriculture department, which sends men around the country counting everything from radishes to raisins, has good news for Iowa housewives who have to pinch pennies even harder this March, the month of taxes.

These men counted cattle the first of the year and came up with 94 million beef cattle, more than ever before in the history of the country.

That's why beef is a bargain in stores today. For the first time in the history of the agriculture department's plentiful foods program beef is on the list for March.

Cattle on farms and ranches today outnumber hogs two to one, an about-face from the picture the last few years when pork was cheap and beef was sky high.

Beef won't be the only bargain in Iowa stores in March, according to the department.

Plenty of Fowl.

There are supposed to be lots of broiling and frying chickens from Georgia and Arkansas. There are more than 19 million pounds of these tender birds in storage and March production is expected to reach record levels, say the men who do the counting.

The storage supply of chickens is small compared to turkeys. There are 12,556,000 pounds of turkey in storage

right now and that should mean bargain turkey for Easter dinner and Sunday dinners.

Chickens are doing a good job in the egg department these days. Midwest hens laid 24 million more eggs in January this year than last. All the hens in the country laid enough eggs for 35 eggs per person during the same month.

Now March is here and this is always the month of greatest egg production and lowest prices.

More Milk.

Cows aren't supposed to give much milk in wintertime but they've liked the weather this winter and have come up with more milk than ever before in wintertime.

There are huge stocks of butter, cheese and dry milk solids in cold storage and these stocks are increasing every day.

The dairy industry can supply us with all the cottage cheese and buttermilk we can eat and we can even take milk baths if we think they will make us more beautiful.

There is no shortage of lily white margarine, either. All the edible fats and oils are plentiful and lard is cheaper than it's been for 10 years.

Read Jean Tallman's daily food features on the women's page of The Des Moines Tribune.

SAN ANGELO (Tex) STANDARD TIMES

Circ.: m. 27,188
S. 33,088

Front Page Edit Page Other Page

Date: MAR 22 1953

Beef Sales Increase

BEEF SALES IN THE SAFEWAY STORES WERE 70 per cent up over the same period a year ago, according to a summation from the president of the company. That kind of a spectacular rise in the consumption of beef is the kind of answer producers want to the problem of heavy marketing and softening prices.

The company was selling six million pounds of beef per week at the time the report was made in late February. The record helps to substantiate the statement of Ezra T. Benson, secretary of agriculture, that active retailing programs help to stabilize the market.

At the same time, early fears of Canadian imports have not materialized. In fact, the price of cattle up there has been so good that the flow of cattle was in the other direction, and some were actually exported from this country.

The answer to the cattle problem is in greater consumption of meat. Anything that stimulates that promotes a healthy economy for the producer. An artificial market, through supports or subsidies, always will bear threats from political sources. While weaning from these narcotics will take time, the ultimate goal is a sound one.

CINCINNATI ENQUIRER

Circ.: m. 185,283
S. 269,415

Date: MAR 27 1953

DOROTHEA HAKE'S FOOD NEWS

Beef Supplies Are Plentiful, But Prices Remain Near Highs

OUR DESK has been flooded during the last week with releases from the Production and Marketing Administration of the U. S. Department of Agriculture, calling attention to surplus beef on the markets. We give you quotes from a few of them:

"This is the time most people have been waiting for: the time when beef is plentiful and low priced."

"More beef at lowest prices in several years. Largest cattle population in history."

"Beef is plentiful. That's good news to millions of American housewives. It means they can afford to include beef on their menus more often nowadays."

"Put plentiful beef into home lockers."

★ ★ ★
THIS ALL READS like wonderful news and leads us to believe we will find beef selling at bargain prices. But this is not the case. True enough, beef has come down considerably from the high prices we were paying last year. Porterhouse steak averages around 24 cents a pound less, sirloin and round steaks cost around 20 cents a pound less, while other cuts are down from 13 to 20 cents a pound.

Beef prices started declining early in January; they broke sharply in mid-February, but since then there have been no additional decreases, and in some instances we've noted increases. The way it looks to us at the present time the attractive buys in beef are those featured in week-end specials.

John Janis, administrative officer of the Food Distribution Branch of the Production and Marketing Administration, paid us a visit this week to further call our attention to the abundance of beef on the market. His answer to what we still consider high prices for beef, in view of the strong current promotion to encourage consumption, is the big demand for choice cuts and not enough buying of the cheaper cuts. These cuts, he emphasized, are just as nutritious as the higher-priced roasts and steaks, but they are going begging.

IN ANOTHER release received yesterday from the USDA, attention is called to its offer to buy quantities of beef to help encourage additional domestic consumption and help stabilize the price situation facing U. S. cattle producers.

Paper

Herald Tribune

City or

Town

New York

Date

4/6/53

Steak for Dinner In Spanish Style

Spanish Steak
Mashed Turnips
Apple, Celery, Grape Salad
Chocolate Pudding
Beverage

For the first time in fifteen years beef is on the plentiful foods list, recommended by the United States Department of Agriculture! So you can include beef in your menus more often now.

Beef rates high in favor with most families and contains food values needed by all ages. Even the least expensive cuts supply good-quality protein, B vitamins, phosphorus and iron.

It's true that compulsory grading of meat has been discontinued, but many packers still have most of their beef federally graded. These grades are: prime, choice, good, commercial and utility. Homemakers seem to prefer the choice, good or commercial for every-day use.

Spanish Steak

Select about one and one-half pounds of beef from the rump, round or chuck, cut fairly thick. Season meat with salt and pepper, sprinkle with flour. (Pounding helps to make the meat more tender.) Cut steak into individual portions and brown in fat in heavy frying pan or kettle. Add one quart canned tomatoes. Partly cover with a lid and simmer for two to two and one-half hours or until the meat is tender enough to cut with a fork. Cook one-half pound macaroni in boiling, salted water until tender, and drain. Brown one-half cup chopped onion and one large green pepper, chopped in fat. Add the macaroni, onion and pepper to the tomato gravy, and serve over the meat. Approximate yield: four to six servings.

(Herald Tribune Kitchen Tested)

U.S. Gives Beef Tips In Leaflet

By NEA Service.

WASHINGTON, April 2.—The Department of Agriculture has just put out a little leaflet telling the housewife how to broil a steak, cook a pot roast, fry a steak with onions, stuff a flank steak, whip up a ragout (stew to you). Or if you want to get real fancy, the new handout tells how to make Swiss steak—either with macaroni or tomatoes. About the only thing missing from this new abbreviated beef cookbook is how to create hamburger. But maybe that was considered too obvious.

Word from the Department's office of information is that 8600 copies of this leaflet are being sent out, on a national basis. So, if cooks across the country begin to be barraged with beef-dish recipes in the next few weeks or months, they'll know why.

Companion Piece.

Along with the recipes, another four-page pamphlet, "Facts About Beef," is being put out. It gives all the cuts from top round to bottom sirloin, from neck to round, telling what to do about each when bringing into contact with a hot stove.

Now behind all this hangs a tale, and not just the ox-tail in the soup.

When Secretary of Agriculture Ezra Taft Benson's Livestock Advisory Committee was in town recently, trying to find out what to do about falling cattle prices, one of its recommendations was that the Department of Agriculture do what it could to promote the sale of beef.

As Mr. Benson remarked the other day: "Some people had stopped eating beef altogether." The price was too high. Now that the supply is up and the price is down, the big idea is to get people back into the habit of eating beef.

All this strikes a familiar note to old-timers in Washington.

Back in the dim, dreary days beyond recall when Democrats lived in the White House, one of the favorite Republican sports was to get up and make a speech ridiculing the Department of Agriculture for the silly literature it put out. There was a little leaflet on "How to Wash Dishes" that was always good for a gag in the Congressional Record.

Some Department official or other was always having to go before a Congressional committee to explain that this particular number on dishwashing was put out by popular demand. The demand came principally from the Western states, where water was scarce and it was important to know how to clean plates and tableware with a minimum of moisture and by some other means than letting the dog lick them.

Answers Always Lag.

But answers never catch up with accusations, so the Department's reputation has always been sullied by charges of wasting the taxpayers' dollars on foolishness. The same kind of complaints can be made about the Republican administration having the nerve to try to tell any self-respecting American housewife how to cook steak.

All this "educational campaign" stuff makes a certain amount of sense. The law creating the Department of Agriculture orders it to spread information.

In Secretary Benson's let-'em-eat-meat campaign, for instance, the idea is cheaper than a price-support program for cattle. As Mr. Benson says, "Our purpose is to get surpluses out of storage and into stomachs."

Serve Roast of Beef While I Are Low

Generous Supplies Are Scheduled for April

BY ANNA GUENTHER PETZ

BEEF, now at its lowest price in years and appearing for the first time in 15 years on the plentiful foods listings compiled by the United States Department of Agriculture, is a real April food special for home menus. Markets are full of choice cuts of beef, selling at reduced prices that have become a Spring fashion in meats and that are making possible once again appearance of rib roast of beef and broiled steaks on the dinner tables of families whose meals are planned on a budget.

Compliments for the home cook are inevitable when a roast of beef, cooked perfectly so that the inside is juicy and flavorful and the outside brown and savory, is served. And cooking a standing rib roast perfectly is an art, easily learned, and well worth the homemaker's time.

When buying the meat, remember that top-quality-branded beef is always a good investment in fine flavor, tenderness and juiciness, and watch for a good covering of fat and lean that is well marbled. In buying, too, consider the size of the roast and remember that roast beef leftover dishes are especially fine fare.

A two-rib roast, weighing from 7 to 8 pounds, will give four people at least three good meals, while a three-rib roast, weighing from 9 to 11 pounds, will provide 14 to 16 servings. Cuts that are smaller than two ribs are usually broiled.

For a roast of beef like the one pictured, ask the meat dealer to cut off the short ribs and separate the backbone from the rib end. The short ribs are tasty braised for a second day meal and since the backbone forms a natural rack-in roasting there will be no need to use a wire rack under the roast. In roasting, place the meat fat side up in an uncovered pan and roast in a slow oven (325 degrees F.). A six to eight-pound roast cooked to the medium stage needs approximately 25 minutes per pound or three hours total time. (This minutes-per-pound method is only a guide, however generally used . . . a sure test for doneness is to check the internal temperature with a roast meat thermometer. If it reaches 160 degrees F., the meat is done.)

a moderate oven (325 degrees F.) 1½ to two hours or until tender.

Tender early spears of asparagus are about the most tempting vegetable Spring has to offer and can be served in so many inviting ways in its all-too-short season as main dish, salad and most frequently as a hot vegetable with the meat course. Besides using asparagus spears as a garnish for roast beef as suggested in the accompanying picture, serve them, gourmet style, a la polonaise.

ASPARAGUS A LA POLONAISE

To serve six fresh asparagus and 2 teaspoons butter, thoroughly and even lengths. Divide and stand, tips up with a cover. Pour water to cover all salt, cover and cook tender, 12 to 15 min.

Prepare sauce from 1 cup water, 2 chicken cubes, 2 tablespoons salt and 3 teaspoons sugar.

Melt butter and cook until brown. Blend in flour, add ingredients, stirring until smooth. Boil two minutes, arrange bunches of asparagus on serving plate. Clip and move strings and lay a thin layer of pimento across each. Pour sauce over and sprinkle with tiny croutons fried in butter and margarine.

NEW BEEF PIE

The latest addition to a "family of good homemade-tasting prepared frozen foods" is a frozen beef pie filled with slices of tender beef from the fine quality corn-fed animals of the West. It follows the successful pattern of the makers and quality food processors.

Plenty of Beef Now For Steak 'n' Onions

BROADCAST BY MARJORIE MILLS
BROADCAST Friday at 12:30 P. M. over Stations WBZ, Boston; WBZA, Springfield; WJAR, Providence; WTIC, Hartford; WCSH, Portland, and WLBZ, Bangor.

We've just read a release singing the praises of beef. Hurrah . . . but we can afford eating beef when we can have the big chance to satisfy that long-assuage only with hamburger. Best of all, it looks as though we could enjoy beef for some time to come. Numbers of beef cattle are at an all-time high . . . almost 57 million head and that should mean at least 15 per cent more beef on the counters this year than last. Shall it be roast, juicy broiled steaks, or today's flank steak pinwheels?

When did you last have steak and fried onions with O'Brien or country-fried potatoes and pan-gravy? It's any man's favorite meal and even though most girls like to pretend they prefer "frillier" food, it's almost any woman's favorite, too. Speaking of fried onions, Mrs. Roy Bates of Cambridge has a suggestion . . . pan-fried onions on the same butter as the topping. Or another slice could be added for a fried onion sandwich. A clever lady switches the Applesauce Cake make "Peachsauce" by adding cooked dried peach-applesauce and "y" spice cake.

ROAST BEEF for dinner is always eating and high on the list of favorite heated platters, surrounded by glazed and bundled in serving size portions with up to carve this rib roast, slice across the fat, toward the ribs. Loosen each slice by the ribs with the . . .

PAPER The State

CITY Columbia, S. C.

DATE March 24, 1953

Agriculture Department Will Buy Surplus Beef for School Program

WASHINGTON, March 23 (AP)—The Agriculture Department today offered to buy unspecified quantities of beef for the government-sponsored school lunch program in a move to bolster sagging cattle prices.

It asked processors for bids on frozen ground beef, hamburger style, frozen boneless chuck for roasts, and frozen boneless diced beef for stew.

The purchases, if made, will be financed by funds the department derives from customs receipts for disposal of farm surpluses.

Similar offers to buy beef for Greece under the foreign aid program were rejected by the department last week because, officials said, prices asked were higher than those prevailing in the market. A new offer to buy beef under this program was made, with bids to be submitted March 25.

In no case, the department said, will it pay prices for beef which reflect more than 90 per cent of parity for beef cattle. Parity is a price for farm products declared

by law to be fair to farmers in relation to prices they pay. The 90 per cent parity level is the maximum price any farm product is being supported under farm laws. Purchase of beef for the school lunch program and for public institutions had been recommended by a House agriculture subcommittee as one means of helping halt a year-long downturn in prices of beef cattle.

First offers for the school lunch program must be submitted by noon, March 30, for beef for delivery during April. Later offers will be asked for May delivery.

At the same time, the department circulated a fact sheet about beef in which it urged consumers to buy more of this food.

"Beef is plentiful," the fact sheet said. "That's good news to millions of American housewives. It means they can afford to include beef on their menus more often nowadays."

The department said the large supply and lower prices has led it to place beef on its monthly "plentiful foods" list, for the first time in the 15-year history of the program of advertising foods in abundant supply.

40 The Atlanta Journal WEDNESDAY, APRIL 1, 1953

BUSINESS NEWS

Beef Heads List Of 'Plentiful Food'

By JOUETT DAVENPORT, Business News Editor
Beef, a favorite food that for a considerable period very priced itself out of reach of the average consumer, has up on the April list of plentiful foods.

Not since the days before the meat rationing program of World War II has beef been in such adequate supply in relation to demand as it is now.

The Atlanta office of the U. S. Department of Agriculture's Production and Marketing Administration has actually put beef at the head of its plentiful foods group for this month. It calls attention to "the big volume of lower-priced cuts of beef in retail markets."

The reason for this remarkable development is that record numbers of beef cattle have been coming to market, and beef prices are the lowest they have been for many years.

FLANK STEAK PINWHEELS.
1 lb. flank steak
1 tsp. salt
1/2 cup oil
3 tabs. oil
1/2 cup oil
1/2 small onion
Season the steak with salt and pepper, roll width, fasten intervals with string. Cut into slices. Brown slowly in oil, turning to brown thoroughly. Trim bay leaf and onion closely. Simmer for 1 1/2 hours or until a little water from pan is dry. Reduce time if pan is dry. Serve with drippings and gravy with meat. Makes 4 to 6 servings.

COULLON OR CON-

STEAK WITH

ROLL,

PICKS.

TRIP-

COVER

FORTY

THE BIRMINGHAM NEWS

Lowest tag in four years—

Beef news is good news, supply plentiful



THURSDAY, MARCH 26, 1953

and prices fit the budget

stitute, in many places steaks are now being offered at prices close to, or even less than, the price of hamburger at the time of peak prices last year.

THIS NATION of hearty meat-eaters is celebrating the event, too. Steak-for-dinner no longer

means a "company dinner." And, those folks with home freezers! 'Gainst the day when supplies might be less after the heavy demand and prices higher, they are stocking their freezers with more beef cuts than ever before in home-freezer history.

No wonder we celebrate—and buy freely! Hamburger, some rib and loin cuts in many markets of the country carry the lowest

price tags in four years.

IN THOSE "well-dressed" beef carcasses ready for market and father will see only the broiling steaks, no doubt, and the extra tender rib roasts. Since less than one pound in five of a side of beef is steak, his taste satisfaction is apt to outweigh his savings still. It's mother who can appreciate to the fullest that four-year-low price on budget cuts. She will cook them with moist heat and great care to develop tenderness and flavor. Or, tuck them away with pride as a freezer stock to break all meat buying records in the past several years.



Beef pack time

Suits father's taste—A mouthwatering porterhouse steak with mushrooms. A rich layer of fat on its edge and fat marbling throughout the meat tissues bespeaks tenderness and flavor.

MARKET EXPERTS in the U. S. Department of Agriculture Southern Division, tell us that demands are heavy in this section. South Alabama cattle pens are crowded with more beef ready for market as are those of the Middle West. In general wholesale beef is one-third lower on all grades of meat than it was at peak price last year.

All of which indicates that we can be as budget-minded as we please and keep beef-minded while planning tempting dishes and practical menus.

picture made in a local jury class for the first

avor—

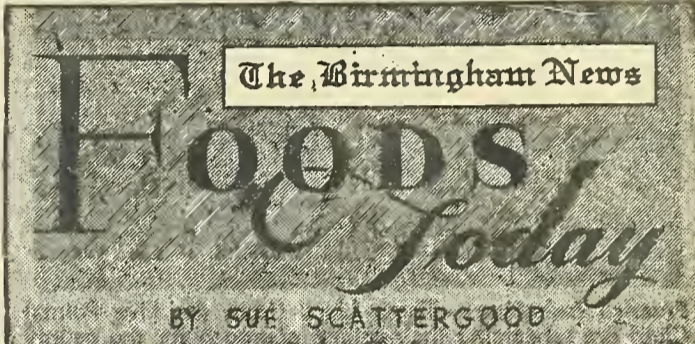
e, mighty nice, easy to cook, carve and eat

Among those cuts which have established new low prices in the beef market are the pot roasts. They include the heel of the round, rump, blade or arm. The heel of the round is a boneless wedge-shaped cut, from the lower part of the round. All these pot roasts are prepared according to the same method—braising or cooking with moist heat. In braising the meat, first dredge it with flour, if desired. Then brown the meat in a heavy

utensil in lard or drippings. To the meat, add a small amount of water. Then cover and cook until it is tender. Start with $\frac{1}{4}$ to $\frac{1}{2}$ cup of water and add more if it becomes necessary during cooking. Texas rice is a novel accompaniment for this cut. **TEXAS RICE**
1 cup uncooked rice
 $\frac{1}{4}$ cup lard or drippings
 $\frac{1}{2}$ clove garlic
3 small chili peppers
 $1\frac{1}{2}$ teaspoons salt

At long last, we feel free to talk about thick, juicy steaks, and plump browned choice beef roasts. But, beef in general is the food topic of the day for all the beef news is good news with top supply at hand and lower prices to fit the budget.

Too long now, choice cuts of beef have carried price tags beyond consideration for daily menus and average budgets. But, the beef market has gone on a plentiful spree. And, according to a cross-country spot check by the American Meat In-



Expert handling needed— It's time to brush up on broiling steaks

As good as food can be—that's a porterhouse steak expertly broiled. This is truly the time to brush on broiling while steaks as well as cheaper cuts are listed at "buyable" prices.

How to broil: The length of time required to broil a steak or chop, depends on a lot of things—thickness, preference for rare,

medium or well done, and the type of range in the kitchen. The average modern kitchen is prepared to handle steaks to best advantage. And, here are points to remember when the new low prices on beef bring a choice, juicy steak to your table.

Set regulator to 550 degrees or "broil."

Put meat on broiler rack and place under broiling unit so that top surface of meat is about 2 inches from heat—depending upon thickness of cut.

Broil with door closed in using a gas range—with door ajar in broiling by electricity.

Broil until meat is well browned, season with salt and pepper. Turn and brown other side. Only one turning is necessary.

Serve broiled meat immediately on hot platter "to save the sizzle."

12-C—THE CHARLOTTE (N. C.) NEWS—THURSDAY, MARCH 26, 1953

Take Advantage Of Good Beef Supplies And Prices

Beef is the news in food this week as a continued heavy production puts abundant supplies of attractively priced cuts on retail markets.

The plentiful supplies and lower prices have earned for beef the top spot on the U. S. Department of Agriculture's plentiful foods list for the Southeast in April, and USDA and the industry term beef

one of the good meat buys of the week.

Back of the volume flow of beef to retail markets lies a steady increase in the cattle population over the past several years. Cattle producers started 1953 with 93.7 million cattle and calves—7 percent more than in 1952; 22 percent more than in 1949. As marketings have increased,

prices have dropped and farmers received less money for their cattle. These lower live cattle prices, and the heavy production of beef, are reflected in the attractively priced cuts of beef now plentiful on southern markets.

Meats are an important source of protein for daily diets. According to USDA dietitians, a three-ounce serving of cooked beef chuck (bone

out) provides a little less than a third of the protein and almost a fourth of the iron and niacin recommended by the National Research Council as the daily requirement of a physically active man.

Two other meats—poultry and fish—also are listed as April plentiful foods by the U. S. Department of Agriculture. USDA says

Now You Can Heap Plates High

Beef To Be Plentiful Probably for a Year

By JEANNE VOLTZ
Herald Home Editor

The beef buyers' jubilee is still good news to food shoppers. Even better news, there's likely to be an abundance of beef for the next year or two.

Record numbers of cattle coming to market have brought beef prices to the lowest point in many years. Market prices for cattle have dropped about 30 per cent in the last year. Beef went on the March and April plentiful food lists of the United States department of agriculture.

And this was a first. Beef had never been listed as plentiful food in the 15-year history of the program.

To the homemaker, this means beef can more often and in larger servings within

Whether you want lower-priced or they are all available. The great in lower-cost cuts, however

So pot roast, stews other long, slow sim-

et-priced.
This
every

THE MIRROR
LOS ANGELES

BEEF STEW'S YUMMY, CHUMMY TO TUMMY

By ANITA BENNETT, Director Home Economics

With beef so much in the news it's a good time to review ways of giving it a new look or flavor twist.

For example, in the stew picture Brussels sprouts and parsnips are added in addition to the meat and carrots, and the slightly thin separately in a gravy boat

Southern-style beef

THE CITIZEN
Women's Features

PAGE 12

THURSDAY, MARCH 26, 1953



BEEF RIB ROAST is a thing of beauty, but not a joy forever. Once it is introduced to the family, it soon becomes a thing of the past. Beef now, for the first time in years, is on the plentiful list and the price is going down.



MEAT DISH WITH A FLAIR is a platter of Stuffed Flank Steak Pinwheels.

Kitchen Talk

Low Prices Suggest Meat Dishes

By KATHLEEN ATKINSON

Low-priced beef is still making the news. So those of you who have deep freeze lockers or large freezing compartments in your refrigerators might use this chance to stock up with beef.

The cheaper cuts have excellent flavor and all the goodness of those that cost more.

A thrifty food shopper will buy the cuts that yield the greatest number of servings per dollar. These are the cuts with the least fat, gristle and bone. Sometimes solid meat costs a bit more than meat with the extras, but generally you get just what you pay for.

Large Piece Recommended

It is good buying to purchase a larger piece of meat than you can use at one time, having the butcher cut it into two or three pieces so

onions. Rhubarb pie would be perfect for dessert.

SWISS STEAK

2 lbs. chuck, cut lengthwise into 1" thick slices

1/4 cup flour

1 1/2 teaspoons onion salt

Dash of pepper

1 No. 2 can of tomatoes

Add seasonings to the flour and dredge the meat with it. Brown in a little hot fat, add tomatoes and 1/2 cup of water. Cover closely and simmer about 1 1/2 hours, or until tender.

Thicken the liquid in the pan for gravy.

Broccoli, carrots and new potatoes in their jackets would go well with the next dish.

STUFFED FLANK STEAK PINWHEELS

1 flank steak

1 lb. ground beef

1 cup cooked peas

1 cup canned tomatoes

3 cups hot, seasoned mashed potatoes

1 beaten egg

Cook onion in fat until golden brown, add meat and salt and pepper. Simmer until meat is lightly browned. Add peas, tomatoes, and 1/2 cup catsup. Mix well. Turn into 2-quart casserole.

Combine potatoes with egg, spoon to form mounds over meat mixture. Bake at 350° for 30 minutes.

On Plentiful List - - -

Beef Becomes Best Buy

By MARILYN DAHL
Citizen Food Editor

A plea came this week from the U. S. Department of Agriculture is asking the public to eat

the strange appeal surplus of beef market, the larger put before the homemaker in the way of cattle rais-

are coming. Catching the low-beef cattle in six of which makes cooks, at the expense of economy.

With beef bring-as \$100, less per of beef should be buy.

BEEF, check the grade stamped in each cut. Prime is usually is

bought by hotels and restaurants. It contains a wonderful marbling of fat which makes meat tender, but doesn't appeal to the average homemaker because it looks "too fat" in the raw.

Choice is the next grade and is best grade commonly found in the food store. Good is next. You'll rarely find commercial or utility grades for the ordinary home use.

For that elegant beef cut, rib roast of beef, use an oven temperature of 325 degrees F. or lower. Add no water and do not cover roast. Rare or medium well-done roast is juicier and more flavorful than meat cooked well-done. With a meat thermometer, an internal temperature of 140 to 160 degrees F. is perfect.

Without a thermometer, follow time and weight chart in your regular cook book.

GOOD BEEF steaks and roasts turn into delicious eating without much help from the Keeping temperature the chief rule.

sprouts, drained, and 1/2 cup milk.

Mix flour, salt and pepper together. Dip bean sprouts in milk and then dredge in seasoned flour, a few at a time. Fry in deep, hot fat (380 degrees F.) for 2 to 4 minutes, until light brown. Drain on absorbent paper. Makes 6 servings.

BEEF STEW

One and one-half pounds beef for stew, 3 tablespoons fat, 1 1/2 teaspoons salt, pepper, 3 cups water, 6 medium carrots, 6 medium white onions, 6 potatoes, 2 tablespoons chopped parsley and paprika.

Have meat cut in 2-inch pieces. Brown slowly in fat Season. Add water, cover simmer gently until tender, about 2 1/2 hours. 45 minutes drop Tom of me

Food Is Fun

Vary Dinner Menu With Corned Beef

By WINNIFRED JARDINE

There's plenty of variety to be had in this large supply of beef that's filling the markets. And one of the nicest bits of variety is corned beef. This is a fine-flavored piece of meat when well-cooked, and combines lusciously with vegetables — potatoes, turnips, cabbage, carrots, onions, and even beets, (cooked separately, however).

There's a great difference in the quality of corned beef due to the quality of the meat and the method of canning. Good quality corned beef brisket will have about 1/4 as much fat as lean.

Plan for leftovers when you cook corned beef, so you can have some sliced cold for sandwiches or chopped up for corned beef hash.

Corned Beef and Cabbage

4 pounds corned beef
1 head cabbage
Cover corned beef with water in a kettle and simmer slowly

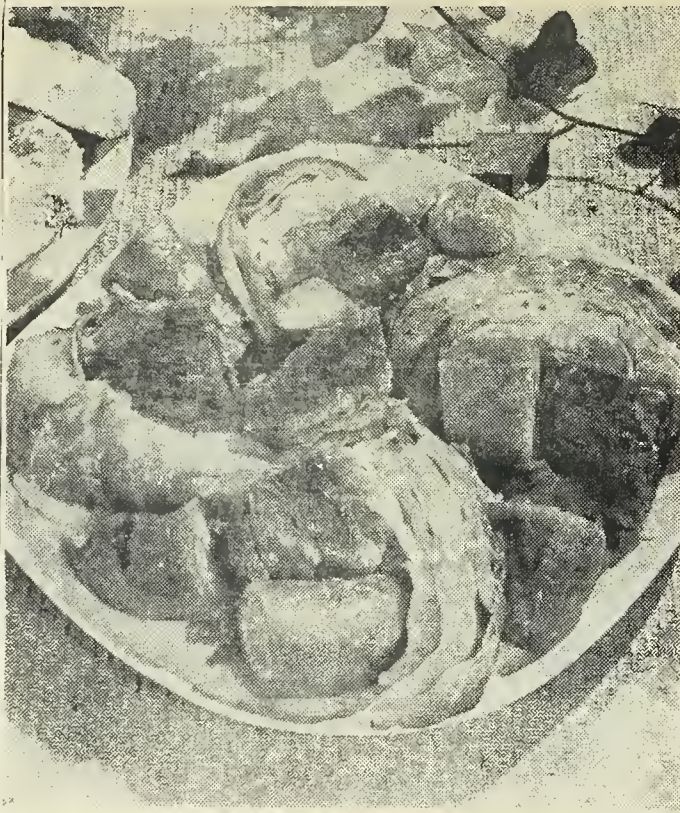
about 4 hours or until tender. Do not boil. Cut cabbage into 8 wedges. About 15 minutes before corned beef is done, add cabbage and cook uncovered 10 to 15 minutes. Makes about 8 servings.

New England "Boiled" Dinner

4 pounds corned beef
6 medium onions
2 turnips, cubed
6 carrots, cut in half
6 potatoes, quartered
1 head cabbage, cut in wedges

Cut corned beef into serving pieces and place in a kettle. Cover with water and simmer until tender, about 3 1/2 hours. Remove meat to a hot platter and keep hot. Boil onions, turnips, carrots and potatoes in the broth for 30 minutes or until done. Add cabbage during last 15 minutes of cooking.

Arrange vegetables around corned beef on the platter. (If corned beef hasn't been kept hot, return to kettle for few minutes until heated through.)



CORNER BEEF DINNER—A large supply of beef on the markets calls for delicious dinner of corned beef and cabbage served with sweet potatoes.

Paper THE OREGONIAN

City or Town Portland, Ore.

Date March 27, 1953

Beef Roasts Prices Drop

50

Beef went on the government's "surplus foods" list and on the bargain counters in many local retail markets this week.

Good and choice grade chuck pot roasts at 39 cents a pound—about 30 cents below regular prices—led the list of best buys in the local food ads for this week end. Commercial grade chuck roasts were advertised at 37 cents a pound.

Rib roasts and other cuts of beef also were advertised at reduced prices by some markets.

Beef Drive Planned

Earlier in the week, the U. S. department of agriculture announced it would support beef prices by buying diced stew beef, boned pot roasts and hamburger for the national school lunch program.

The department also geared up its consumer-influencing machinery for a big beef promotion. A meeting has the Multnomah 2 to enroll pro-and retailers in a drive to boost n.

eat men were of at the govern- may be too late. cited the firmer uced supplies of past few weeks declining cattle cs may have ing point and rd for the next

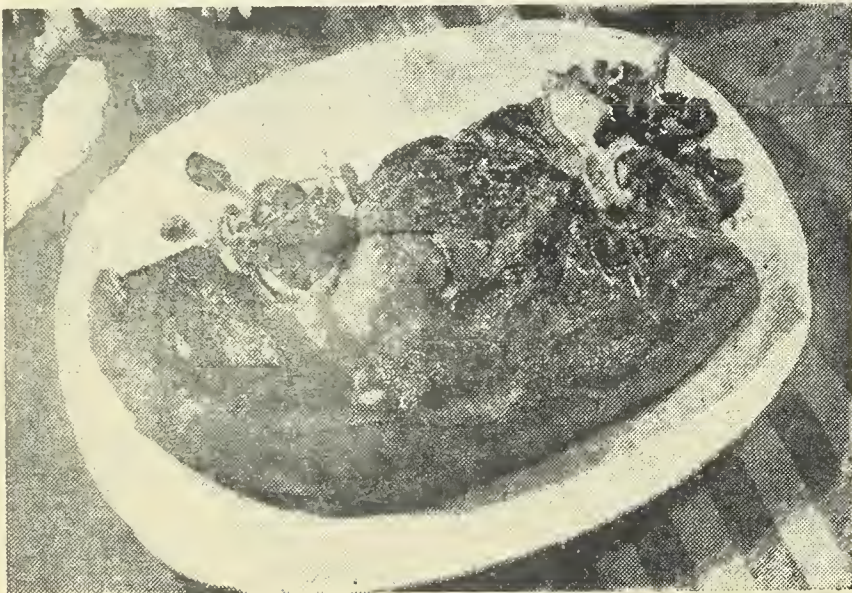
Market Basket

RECORD AMERICAN

Boston, Thursday, April 16, 1953

Edited by RUTH MUGGLEBEE

Best Buys Home Hints Recipes



JUICY BROILED PORTERHOUSE STEAK EASY ON THE BUDGET
Hearty Beef Cut Dinner Favorite With Twice-Baked Potatoes

Steak Broiled to Tenderness

Steak's for dinner! That's about the best menu announcement for any family, and the current pricing of beef allows for the costs inclusion on the Sunday platter without budget strain. Broiled to the right degree of doneness, the steak is hearty eating satisfaction served with fluffy twice-baked potatoes, buttery broccoli, salad, rolls, cake and a beverage. Plan to have the whole meal ready and the a-waiting at the steak

Immediate serving guarantees the good eating of broiled meat.
BROILING
For

Beef off Luxury List; Best Buy for Weekend

By MARTHA LEE

Menu planning offers no problem these days if your family likes beef. This popular meat continues to be the favorite in most markets, and whether you select steak, hamburger, an oven roast or a pot roast, you'll find it an even better buy than it has been in the last week or two. Those who have had to go light on beef in recent years because of its luxury price tag, can now enjoy it in many attractive ways.

APRIL 8

How About A Big Steak?

Beef Prices Are Down!

BEF IS plentiful! That's good news to millions of homemakers. It means they can afford to include beef on their menus more often, nowadays.

Record numbers of cattle coming to market have brought weeks to the lowest point they have been U. S. Department of Agriculture, which has plentiful Foods' lists for the first time in the

Flank Steak?

Get on the Gravy Train

by Bonnie Hubbard

While beef is plentiful and relatively inexpensive, good cooks will want to add this healthful food to menus, says the U. S. Department of Agriculture's Home Economics Bureau. Well—now is the time to have it, and at a price that's bringing back happy memories of the good old days.

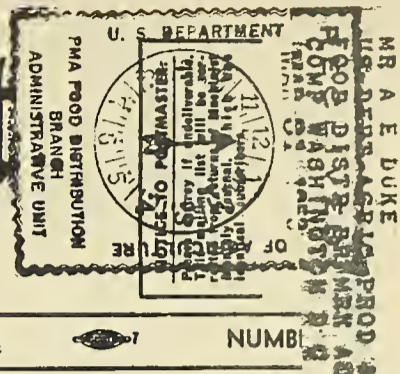
The United Family News
is the official publication of the United Grocers, Ltd. It is delivered weekly in the immediate vicinity of United Stores. By mail \$3.00 a year.
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UNITED GROCERS, LTD.
YULON 6-1615
655 Sixth Street, San Francisco
ROBERT B. JOHNSON,
BONNIE HUBBARD.



er-priced or the more expensive markets today, the department of a year ago. Greatest which makes them a
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fact, prefer
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texture and tenderness
and Onions . . . or Stuffed
ank Steak,
the other savory braised dishes, tonight.
Well—now is the time to have it, and at a
ing back happy memories of the good old days.

The Machinist

PUBLISHED WEEKLY BY THE INTERNATIONAL ASSOCIATION OF MACHINISTS



VOLUME VIII

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WASHINGTON 1, D. C.

APRIL 2, 1953

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By The Machinist

NUMBER

Our Buying Calendar for April

Machinist's Lunch Box

Here's a Meal-in-One Dish That Has Everything; It's Meat, Vegetable, Starch—and It's Cheap

One-dish dinners are the mainstay of many household budgets, but they frequently challenge the imagination of the person who plans the meals, Mrs. John...

She thinks that in this day of high prices many hon...

has sent for...
will serve an...
family of six...
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beef than is...
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Combine ground beef, salt, pepper, celery seed, Worcestershire sauce and milk. Mix well and shape into eight balls. Brown meat balls on all sides in hot olive oil. Add tomato juice, rice onion, green pepper, salt, pepper and bay leaf. Cover and simmer about 20 minutes. Now add string beans together with liquid in the can, cover

Traditional Ham Heads Suggested Easter Menu

For your Easter dinner, the N. Y. State College of Agriculture suggests this menu, using foods that are plentiful now:

and simmer
Serves six.

Mrs. Ida K...
Ill., has sent
Ethel M. A...
Conn.

Slash a lo...
bread in even...
ting on the bi...
way through...
thoroughly. C...
ter and spread...
slices. Wrap l...
or slip it into a paper sack. Heat in an oven (400 F.) until piping hot, 15 to 20 minutes. Serve the crusty

Food Buying Calendar

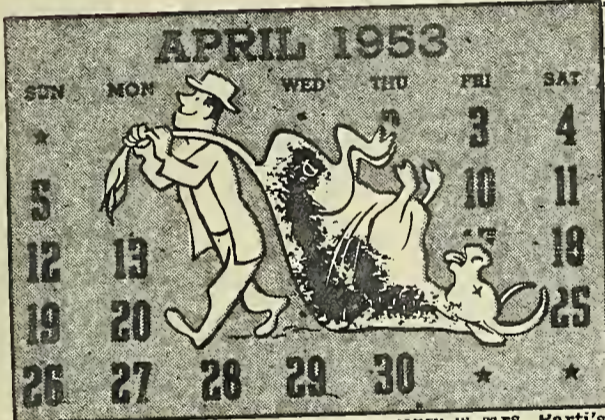
Beef is still cheap (comparatively) this month, but can be expected to go up again this summer. If you have a freezer or locker, this is a good time to buy. Be careful in shopping; some markets offer sirloin and other steaks at low prices but trim the meats very little so there's a lot of waste.

Pork has gone up and will become more expensive. Young chickens for broiling or frying are reasonable this month; so are turkeys. But the best buys of all in protein foods are frozen fish fillets, cheese (especially cottage and cheddar) and eggs, all in heavy supply currently. This is the month eggs are generally at their lowest price and best quality of the year.

Cabbage, oranges and grapefruit and canned tomato juice are priced low, currently, according to the U. S. Department of Agriculture.

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inists



There is Mrs. Parti's recipe, sent for Mrs. A. Massani, of Chicago.

International Association of Machinists

FOUNDED IN THE CITY OF ATLANTA, GA., MAY 5, 1888

MACHINISTS BUILDING • NINTH STREET AND MT. VERNON PLACE, N. W.
WASHINGTON 1, D. C.



OFFICE OF THE
INTERNATIONAL PRESIDENT

April 1, 1953.

the meat problem as outlined recently by Secretary Benson. In cooperation with the Department of Agriculture, we have used the space in our Lunch Box column, in the April 2 issue of THE MACHINIST, to inform our readers of the beef situation.

With kindest regards, I am

Sincerely,

Gordon H. Cole, Editor,
THE MACHINIST

UNITED STATES DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE

The consumer education programs carried on throughout the country by State and county Extension Services in cooperation with the United States Department of Agriculture, provided the means of bringing the situation on beef directly to the attention of millions of urban and rural housewives.

Through State and county home demonstration agents, marketing and information specialists, information not only reached innumerable housewives direct but also resulted in widespread newspaper, radio and TV attention throughout the country.

This report includes only a few examples of the part played by the Extension offices around the country. Reports make it abundantly clear that this material received the wide attention and was particularly effective in reaching homemakers in the smaller communities.

'Beef'

March 26, 1953

Plentiful and Reasonably Priced

Rural Oregon

Better Buy . . . Beef

If you are looking for ideas for your radio program, here's one we received from the USDA. The Livestock Advisory Committee recommended to Secretary Benson that "The department of Agriculture increase its informational and promotional program by way of press, radio, and all other means at its disposal in order to bring the facts about the supply and demand of beef to the attention of the consuming public."

For Use Thursday, February 26, 1953

Beef on Plentiful List

It sounds strange, but beef's now among this nation's most plentiful foods. The U. S. Department of Agriculture is featuring beef in its Plentiful Foods program for March, because this nation has more of that meat than it's ever had before. Beef cattle recently have been selling from a fourth to a third less than

E!
COUNTY AGENT'S SPECIAL

BEEF PLENTIFUL
IN APRIL, TOO

Beef remains on the government's plentiful foods list for April. In addition, homemakers who follow this monthly U. S. Department of Agriculture report will find a wide variety of foods in good supply for April meals, says Miss Doris Urquhart, assistant in marketing.

frui
con -
Information Specialist
COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS
OREGON STATE COLLEGE AND U.S. DEPARTMENT OF AGRICULTURE COOPERATING • CORVALLIS, OREGON



BALTIMORE RETAIL MARKET REPORT

(*) Higher (-) Lower

April 2, 1953 ✓

RCH 14

Ham and lamb, traditionally served Easter Sunday, may be replaced by many economically minded homemakers with beef. Beef is now plentiful and very reasonable in cost. Record numbers of cattle coming to market have brought beef prices to the lowest point they have been in several years. All grades of beef are plentiful. The greatest drop in prices has come in the lower-cost, which makes them a particularly economical buy. Some cuts are 25 percent below average and below average prices, so you might make a special effort to have your weekly newspaper editor use this item. Sincerely,

Note to Home Agents: We in Extension Service have been asked by the Secretary of Agriculture to do all we can to increase beef consumption; so you might make a special effort to have your weekly newspaper editor use this item. Sincerely, R. D. Michael, Editor

For release April 15, 1953
or thereafter

HOMEMAKERS' ITEMS

Beef is abundant - the top item on the U. S. Department of Agriculture's April list of plentiful foods, and Miss Janet Cameron, nutritionist at VPI, reports consumers will find it one of the best meat buys on the market. Record numbers of cattle coming to market have brought prices down to the lowest point in several weeks.

New Mexico College

Extension

Agricultural News
College of Agriculture, University of Florida
GAINESVILLE, FLORIDA

HINTS TO HOUSEWIVES
Weekly from
Home Demonstration Specialists
Tallahassee

BROILING STEAK
Broiling is ideal for cooking tender beefsteaks, according to every specialist of the U. S. Department of Agriculture. It's done by applying direct heat to the meat and it gives and especially flavor to tender meat containing enough fat to prevent drying during cooking. Suited to broiling a Choice grade.

BEEF IS PLENTIFUL AND PRICE IS NOT AS HIGH AS FORMERLY
Gainesville, Fla.—Memo to the shopping housewife: Beef is cheaper than you think. In fact, beef recently made history when for the first time it appeared on the Plentiful Foods list published by the U. S. Department of Agriculture for the last 15 years. This is a guide to help housewives choose the best beef for their needs.

COOPERATIVE EXTENSION WORK
IN
AGRICULTURE AND HOME ECONOMICS
STATE OF ALABAMA

Alabama Polytechnic Institute and
United States Department of Agriculture
Cooperating

Department of Agriculture
which will continue during
increase the consumption of beef. In

State College, N.M.

Vol. 38, No. 41
Entered as second-class matter July 10, 1915, at the post office at Gainesville, Florida, under Act of August 24, 1912.

Published weekly by the Agricultural Extension Service, University of Florida, Florida State University, and U. S. Department of Agriculture, cooperating. H. G. CLAYTON, Director.

This service is maintained in the interest of better agriculture and cultural papers. Each paper is requested to use as much of the material as will be of benefit to its readers. Exchange copies will be sent to individual farmers.

J. FRANCIS COOPER
CLYDE BEALE
ODELL GRIFFITH
JASPER N. JOINER



Auburn, Alabama

"TO MARKET
TO MARKET
NEWS"

April 1, 1953

Dear Homemaker,

The big NEWS now is that **BEEF IS PLENTIFUL**. That's good news to millions of American Homemakers. It means more beef can be included on their menus often now-

United States Department of Agriculture
New England State Universities and Colleges
of Agriculture and Home Economics and
New England County Extension Services Cooperating.

New England Extension Educational Program
in Marketing Information, Room 303,
408 Atlantic Ave., Boston 10, Mass.
Telephone MAncock 6-6624

NEW ENGLAND

PUBLIC ADVISED TO BUY BEEF NOW

4/7/53 St. Paul Dispatch
Americans who have been suffering from "beef starvation," should take the opportunity of present beef prices to satisfy their appetites.



This was the advice given today Mrs. Eleanor Loomis, consumer market agent for the University of Minnesota's agriculture extension service, who answered questions at the Dispatch and Pior Press booth at the Better Homes show the Auditorium arena.

Mrs. Loomis said families which beef can go on a "beef spree" because store operators will give them cooperation in doing so.

Mrs. Loomis She said many butchers are cutting and wrapping hind and fore quarters of beef for deep freezing and that beef will keep its flavor in a deep freeze for from six to eight months.

53-A-181

FOOD MARKETING BULLETIN

April 3, 1953

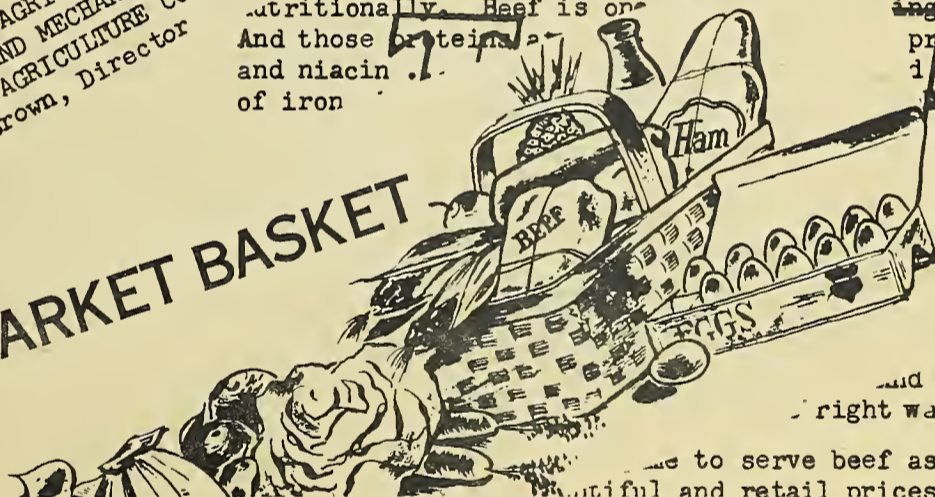
BEEF CONTINUES TO BE A GOOD BUY

Jack Spratt could eat no fat ... and his wife could eat no lean. They certainly had a problem, didn't they? But, if they were around today, they'd have no problem. For beef supplies are very plentiful; and retail prices for many favorite cuts are lower than they have been in many a year.

New England families are serving meat more often these days, taking advantage of the values offered by beef. And it appears that they will be able to continue serving beef often in the family meals in the weeks to come. For retail prices are expected to continue generous, with retail prices remaining at low levels.

The flavor of beef is one of the main reasons for its popularity. And the fact that it is selling at low levels compared with a year ago. But the nutritional value of beef meat is overlooked. For beef cuts rank high in providing good amounts of riboflavin and niacin. Beef is one of the best sources of iron.

in family meals, it's a good idea to serve beef as often as possible in daily menus, and all beef can be made into acceptable, right way.



BEEF

Beef, for the first time in many years, is on the plentiful food list. The gradual decrease in retail beef prices has made most any cut of beef within the reach of every consumer. The lower prices are a result of the large number of cattle coming to the market. Now is a good time to take advantage of these lower beef prices, whether it is for the family dinner tonight or for the home freezer.

BEEF NOW PLENTIFUL FOOD (40 seconds)

There's good news for consumers in the fact that more beef--at reasonable prices is going to feature it in its plentiful foods for the first time in the history of the program it could be included in the list of "plentiful

University of Minnesota

University Farm

RADIO SHORTS

February 27 1953

RADIO AND TELEVISION COOPERATE IN
THE SPECIAL PLENTIFUL FOODS PROGRAM
ON BEEF

Radio and TV Stations, through public service announcements and programs, carried the beef story to homes across the country. Homemaker programs, sponsored shows and special programs devoted a great deal of time to featuring beef during this promotion. Spot announcements, news items, special 15 - 30 minute and even full one hour shows - all combined to increase consumer interest in using more beef. Featured on hundreds of radio as well as on most TV stations, the beef program received a major assist from the wholehearted support of the Radio and TV industry.

WAVU - ALBERTVILLE
WAVU-FM - ALBERTVILLE
WCRI - SCOTTSBORO
WCRL - ONEONTA

KMBC-KERM

WCAN

the can-do station • abc affiliate

WPPR

WHAS-TV
Louisville, Kentucky

WFBM-TV

WSPD

-KGO-TV

WNBQ
CHANNEL 5

KFBK RENO
KWG SACRAMENTO
KMJ STOCKTON
KERN FRESNO
BAKERSFIELD

WOW

WMBG AM 5000 WATTS

WTVR TV 12,160 WATTS

WCOD FM 47,000 WATTS

WROL

WDEF

57



New York, N. Y.--8 minute program on beef over WABC-TV "Domestically Yours" MC'd by Walter Herlihy.

Chicago, Ill.--Following TV stations presented programs with all or major part devoted to beef by Staff Homemaker
MBKB - Apr. 8 and 17
WGN-TV - Apr. 13

WFOM

WBT-FM

WBT

WRGB

KTBS

Washington, D. C.--A 26-minute demonstration on preparing of beef dishes on Margaret's Kitchen program over WNBW-(TV) March 12. Margaret's Kitchen featured a special beef dish on each of her daily TV shows following week, also used photographs and recipes furnished by the National Live Stock and Meat Board.

WTVJ

WMMC

Portland, Ore.--Special beef program with USDA representative on KXL April 3.

WNOX

W-I-T-H

KBTB

WBEN

Dallas, Texas--Beef featured daily on Jane Christopher TV Show over KPRC.

KRLD

WSB

WDEL
AM TV FM
Wilmington, Del.

Los Angeles, Cal.--Beef featured on Chef Milani Show KTTV April 1.

KSTP-TV
NBC

WNHC
NBC RADIO
NEW HAVEN

WMC AM
WMCF FM
WMCT TV

WJTV
WHIO-TV

Cleveland, Ohio--WTMJ-TV five programs on beef between March 21 and April 18.

WHIO

KFDX-TV

WAVE-TV

WQAM

W Q A M . F M



ATLANTA, Ga.--Lucy Slagle, of the Atlanta Gas Company, devoted most of two WAGA-TV programs (March 12 and April 9) to beef. "perry", a food consultant who has half-hour (11 to 11:30 a.m.) cooking shows each Monday and Friday on WAGA-TV, also devoted attention to plentiful beef. On WSB-TV, Ruth Kent devoted her show at 2:30 p.m., March 18 entirely to beef.

